"SUPERMAN II"

"TOO CLOSE FOR COMFORT"

"AMERICAN JOKES" FROM POLAND

DAVE BERG

DON MARTIN

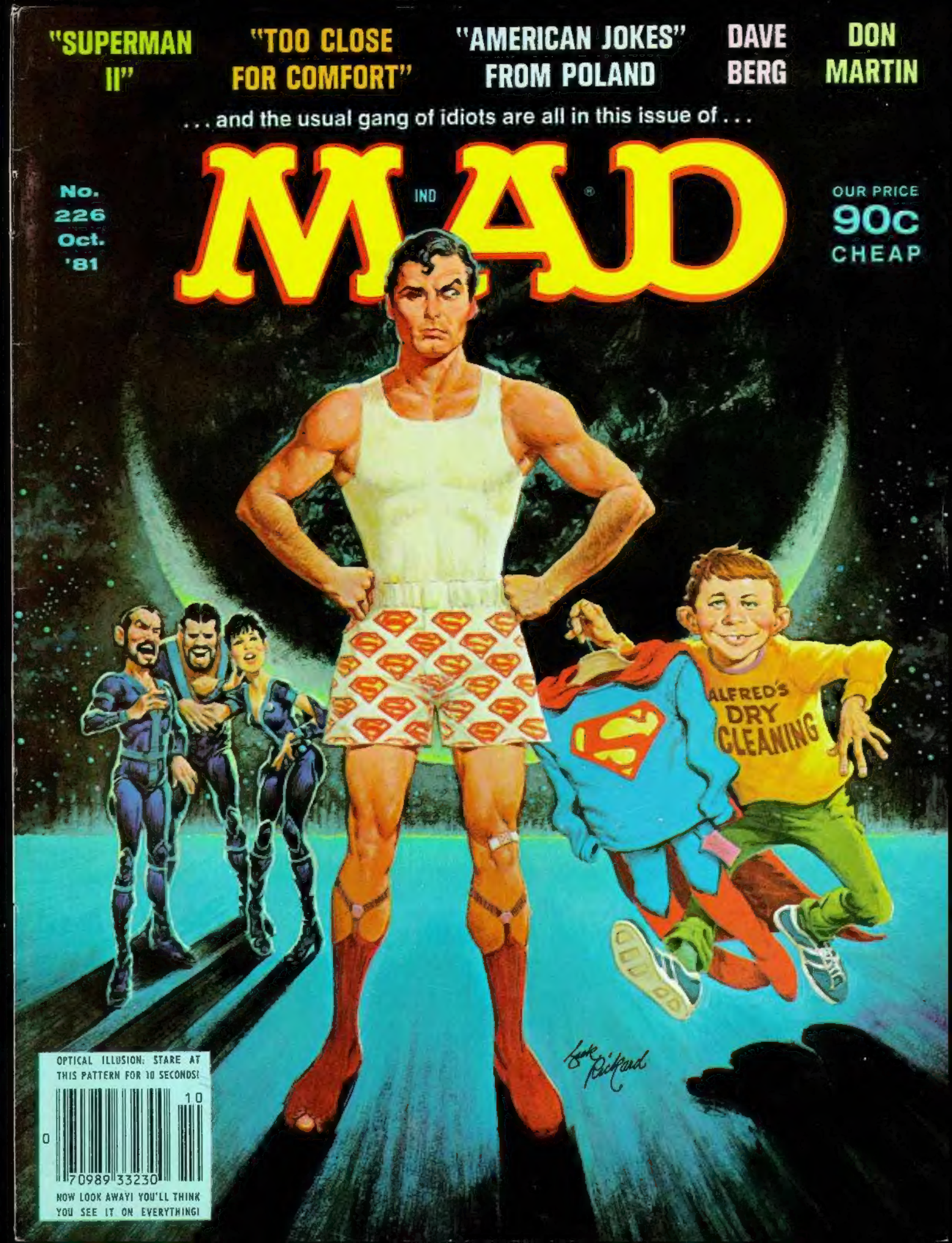
. . . and the usual gang of idiots are all in this issue of . . .

MAD

IND

No. 226 Oct. '81

OUR PRICE 90c CHEAP



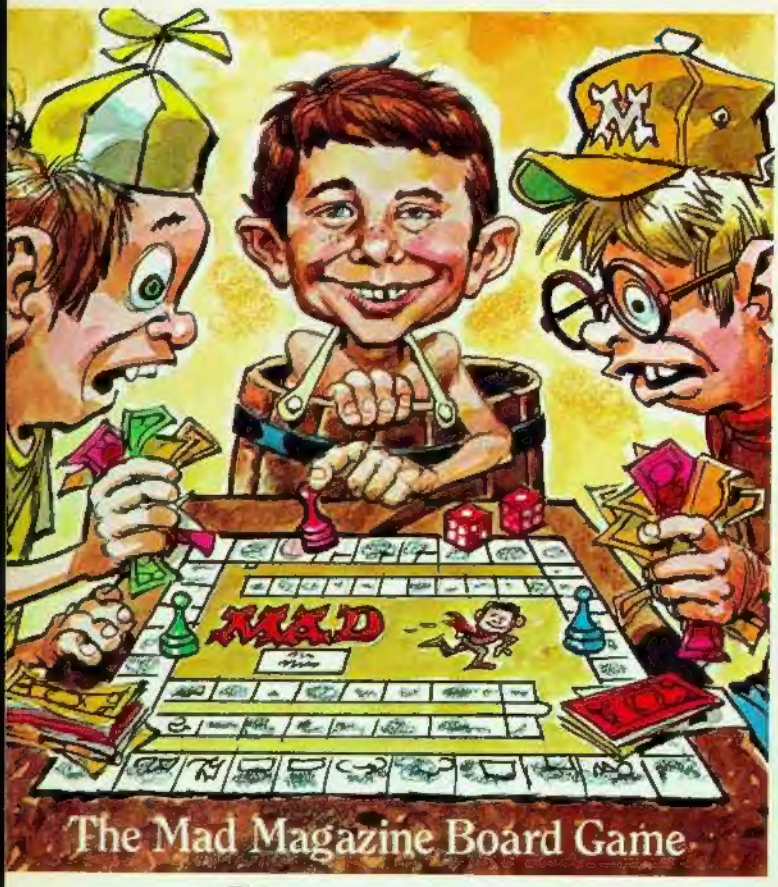
OPTICAL ILLUSION: STARE AT THIS PATTERN FOR 10 SECONDS!

0 70989 33230 10

NOW LOOK AWAY! YOU'LL THINK YOU SEE IT ON EVERYTHING!

-REAL ADVERTISEMENT-

If your losing streak is becoming a way of life, YOU'RE IN LUCK!



The Mad Magazine Board Game

New! The Mad Magazine Card Game

Presenting the Mad Games- to win, you lose!!

First we brought you the wacked-out Mad Magazine Board Game. And now, we're introducing The Mad Magazine Card Game. So now you've got even more to lose! Both games are as goofy, insane and ridiculous as Mad Magazine. Doesn't that sound like your kind of fun?

PARKER BROTHERS

Mad Magazine Designs © 1979, 1980 E.C. Publications, Inc., Game Design © 1979, 1980 Parker Brothers, Beverly, MA.

-REAL ADVERTISEMENT-

NUMBER 226 OCTOBER 1981

MAD

"Nuclear energy may be the one thing that will finally prove to us that all men are cremated equal!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* **ALBERT B. FELDSTEIN** *editor*

LEONARD BRENNER, TOM NOZKOWSKI *production*
NICK MEGLIN *senior editor* **JOHN FICARRA** *associate editor*
GLORIA ORLANDO, CELIA MORELLI *subscriptions*
JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ALL MEN ARE CREATING SEQUELS DEPARTMENT
"Superduperman II" (A MAD Movie Satire) 4

BALLOONY TUNES DEPARTMENT
Thought Patterns For Real Life Every-Day Situations 34

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of 26

ERR APPARENT DEPARTMENT
How Many Mistakes Can You Find In This Picture? 32

FAN DANGLERS DEPARTMENT
A Stadium And Team Owners Supply Catalogue 17

JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 31

KNIGHT OF THE LIVING DEAD DEPARTMENT
"Too Gross For Comfort" (A MAD TV Show Satire) 42

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" By Aragones .....**

OVER 12 BILLION FOOLED! DEPARTMENT
A Pledge That Employees Can Live Up To 24

SCHTICK IT IN YOUR EAR! DEPARTMENT
Don Martin Sells Us Sea Shells By The Sea Shore 14

TV GUISE DEPARTMENT
Stuff You Don't Get To See On The Tube 21

THE JOKES ON U.S. DEPARTMENT
Still More American Jokes They're Telling In Poland 37

TOURIST DISTRACTIONS DEPARTMENT
Roadside Plaques We Never Waited To Finish Reading 40

ZODIACS MURDER DEPARTMENT
Your MAD Horoscope 48

**Various Places Around The Magazine

MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A.: 12 issues $10.75. Outside U.S.A.: 12 issues $12.00. Entire contents copyright © 1981 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

"SUPER-DUPER-MAN II" (A MAD Movie Satire) Pg. 4

DON MARTIN SELLS US SEA SHELLS BY THE SEA SHORE Pg. 14

STUFF YOU DON'T GET TO SEE ON THE TUBE Pg. 21

HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE? Pg. 32

AMERICAN JOKES THEY'RE TELLING IN POLAND Pg. 37

"TOO GROSS FOR COMFORT" (A MAD TV Show Satire) Pg. 42

WHY KILL YOURSELF?

JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

——————use coupon or duplicate——————

MAD
485 MADison Avenue
New York, N.Y. 10022

I enclose $10.75*. Enter my name on your subscription list, and mail me the next 12 issues of MAD Magazine.

NAME_____

ADDRESS_____

CITY_____

STATE_____ ZIP_____

*In Canada, $12.00 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, $12.00, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 12 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so **CHECK OR MONEY ORDER PREFERRED!**

TEN MILLION SOLD!

Yep, ten million MAD Readers are sold on the idea that these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid...suitable for framing or wrapping fish or training puppies...aren't worth the paper that they're printed on! On the other hand, about sixty-seven suckers have mailed: 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81 to MAD, 485 MADison Avenue, N.Y., N.Y. 10022

LETTERS DEPT.

J.R. SPEAKS

Just got back from six weeks in Europe to find myself on the cover of MAD! I immediately went out and bought 100 copies of the magazine! Of all the covers I've made in the last two years, such as Time, Saturday Evening Post, etc., the two that have given me the most pleasure are your crazy publication, which I have been devoted to since the early 1950's, and appearing on the cover of the 1981 CBS Stock Holder's Report. I loved the spoof! You caught me dead to rights!

Larry Hagman
"The MAD Monk of Malibu CA"

"RAVING BULLY"

I must say, Mort Drucker and Larry Siegel did a knock-out job on "Raging Bully."

Joe DeMaria
Danvers, MA

We think "Raving Bully" was friggin' great!

Donna and Tracie
Bloomsburg, PA

After reading your satire of "Raging Bull," I now know what they mean by the term "low blow"!

Joey Calamia
Staten Island, NY

MAD FIREMEN

Thank you for taking such a good look at "our" firemen. (MAD #219) We are happy to inform you that Don Martin has been named Honorary President of our "Universidad de Carabobo Fire Department Hose Job Club."

Arne Roostna
Valencia-Venezuela, So. Am.

Venezuelan Firemen "Pouring" Over A Recent Copy Of MAD

WHO ARE YOU GONNA BLAME . . . ?

"Who Are You Gonna Blame . . . ?" The crazy writers and artists at MAD who keep turning out this crap . . . or the jerks like me who keep buying it?

Joseph L. Muriel
La Puente, CA

ALSO: Steve Feil, Dallas TX; Scott Evers, Tucson AZ; Robert Kryzak, Cody WY; Andrew Panyko, Randolph NJ; E. McCarthy, Laconia NH; Dave Waterhouse, Niles MI; Gene Bate, Chillicothe MO; David Ruben, Staten Island NY.

MORE MAD E.S.P.???

Way back in issue #179, Al Jaffee wrote an article entitled "No-Frills Airline Gimmicks." One example from the article was "Frill-Free Advertising"—space would be let out to willing advertisers on stewardesses, carpets, seats, etc. Well, on a recent flight from Los Angeles to New York, I picked up this very interesting item. It's an airsick bag which has an advertisement for film developing on it. A MAD prophecy comes to life once more!

Darren Fishman
Melbourne, Australia

A Barf Bag That Advertises . . .

. . . And Al Jaffee's Reaction To It!

FREUDIAN LIP

It's been 22 years since I saw my first copy of MAD and I don't think I've missed an issue since. I am now a Child and Adolescent Psychiatrist and MAD is the magazine that most often disappears from my waiting room. I think what young folks like about MAD is that it pokes fun at people, young and old, in a warm and respectful way. MAD never grows old. Perhaps it represents the part of all of us that never does.

Alan J. Horowitz, M.D., Ph.D
Hagerstown, MD

A BAD NEWS TEACHER

In every issue you pose the question: "Why kill yourself?" If you ever saw my science teacher you'd have your answer!

Marcella Green
New York, NY

THE RATINGS GAME

Your ignorance of Oakland athletes in "On A Scale Of 1-To-10" compels me to write this letter. The Super Bowl Champion Raiders football team rate a 9, but owner Al Davis rates a 3 for wanting to move the team to Los Angeles. The A's baseball team (at this writing, anyway) rate a 9, although Billy Martin rates an 8 as a manager, 6 as a star of a Lite Beer commercial and 2 as a human being.

Richard Blue
Hollywood, CA

. . . MAD rates a 10 — as a bird cage lining!

Leslie Melcer
Somewhere, USA

. . . MAD rates a 2, but could jump to an 8 if you print this letter . . .

Ed Tiegs
Oconto, WI

. . . MAD rates a 1/2, but could go higher if you went out of business!

Tom Thompson
Dunkirk, NY

The writers of the above three letters all rate a 0 — Ed.

FUTURE CONTRIBUTING IDIOT???

In your "Guess Who's Going To Grow Up To Be What," the guy with the string on his hands is obviously the one who's going to grow up to be a MAD Magazine writer."

Susanna Hill
Augusta, GA

THE NEXT DON MARTIN?!?

DEAD LETTERS FILE

Frank Jacobs forgot a really important record in his "If The Guiness Book Of World Records Dealt With Everyday Life" — Most Money Spent On Mailing Letters To MAD That Were Never Put On The Letters Page Of The Magazine . . . $310.96.

K. J. Gercken
Longmont, CO

"HAR TO HAR"

I read your spoof "Har To Har" several times and I still don't know what the plot is!?!

Bret Smelley
Sheridan, NY

Most people wonder what the plot is after they've seen the show several times — Ed.

I went from laughter to hysteria reading your "Har To Har."

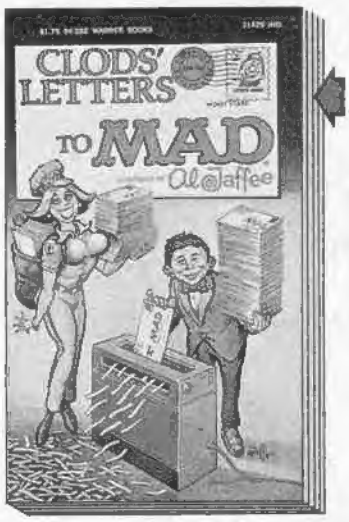
Chris Ebel
Hewlett, NY

Please Address All Correspondence To:
MAD, Dept. 226, 485 MADison Avenue
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed stamped envelope!

YOU'LL BE A TWO-TIME LOSER

. . . IF WE CAN "CON" YOU WITH THIS "SOFT SELL"!



You'll have a "hard time" trying to . . .

ESCAPE

. . . the fun of these reader's letters to

MAD

. . . AND . . .

You're sure to . . .

BREAK OUT

. . . laughing over this all-original material from the "pen" of MAD'S Maddest Artist!

SO COP THIS PLEA . . . AND TAKE TIME OFF FOR MAD BEHAVIOR!

(On Sale At Your Favorite Book Stand . . . Or Yours By Mail!)

use coupon or duplicate

MAD

485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

PLEASE SEND ME ☐ CLODS LETTERS TO MAD ☐ DON MARTIN GRINDS AHEAD

ALSO PLEASE SEND ME THESE OTHER IDIOTIC MAD BOOKS I'VE CHECKED:

☐ **DON MARTIN** Steps Out
☐ **DON MARTIN** Bounces Back
☐ **DON MARTIN** Drops 13 Stories
☐ **DON MARTIN**'s Captain Klutz
☐ **DON MARTIN** Cooks
☐ **DON MARTIN** Comes on Strong
☐ **DON MARTIN** Carries On
☐ **DON MARTIN** Steps Further Out
☐ **DON MARTIN** Forges Ahead
☐ **DON MARTIN** Digs Deeper
☐ **DAVE BERG** Looks at the U.S.A.
☐ **DAVE BERG** Looks at People
☐ **DAVE BERG** Looks at Things
☐ **DAVE BERG** Modern Thinking
☐ **DAVE BERG** Our Sick World
☐ **DAVE BERG** Looks at Living
☐ **DAVE BERG** Looks Around
☐ **DAVE BERG** Loving Look
☐ **DAVE BERG** Looks, Listens & Laughs
☐ The All-New **SPY vs. SPY**
☐ **SPY vs. SPY** Follow Up File
☐ 3rd **MAD** Dossier of **SPY vs. SPY**
☐ 4th **MAD** Classified **SPY vs. SPY**
☐ 5th **MAD** Report on **SPY vs. SPY**

☐ A **MAD** Look at Old Movies
☐ Return of **MAD** Old Movies
☐ **MAD**-vertising
☐ A **MAD** Look at TV
☐ A **MAD** Guide to Leisure Time
☐ A **MAD** Guide to Self-Improvement
☐ A **MAD** Guide to Fraud & Deception
☐ **AL JAFFEE**'s Snappy Answers
☐ **AL JAFFEE**'s **MAD** Book of Magic
☐ More **AL JAFFEE**'s Snappy Answers
☐ **AL JAFFEE**'s Monstrosities
☐ Still More **AL JAFFEE**'s Snappy Answers
☐ **AL JAFFEE MAD** Inventions
☐ Lord! Another **JAFFEE** Snappy Answers
☐ Aragones's "Viva **MAD**"
☐ Aragones's MAD about **MAD**
☐ Aragones's **MAD**-ly Yours
☐ Aragones's in **MAD** We Trust
☐ Aragones's **MAD** as the Devil
☐ Aragones's Incurably **MAD**
☐ Aragones's Shootin' **MAD**
☐ Aragones's **MAD** Marginals
☐ **MAD** As a Hatter

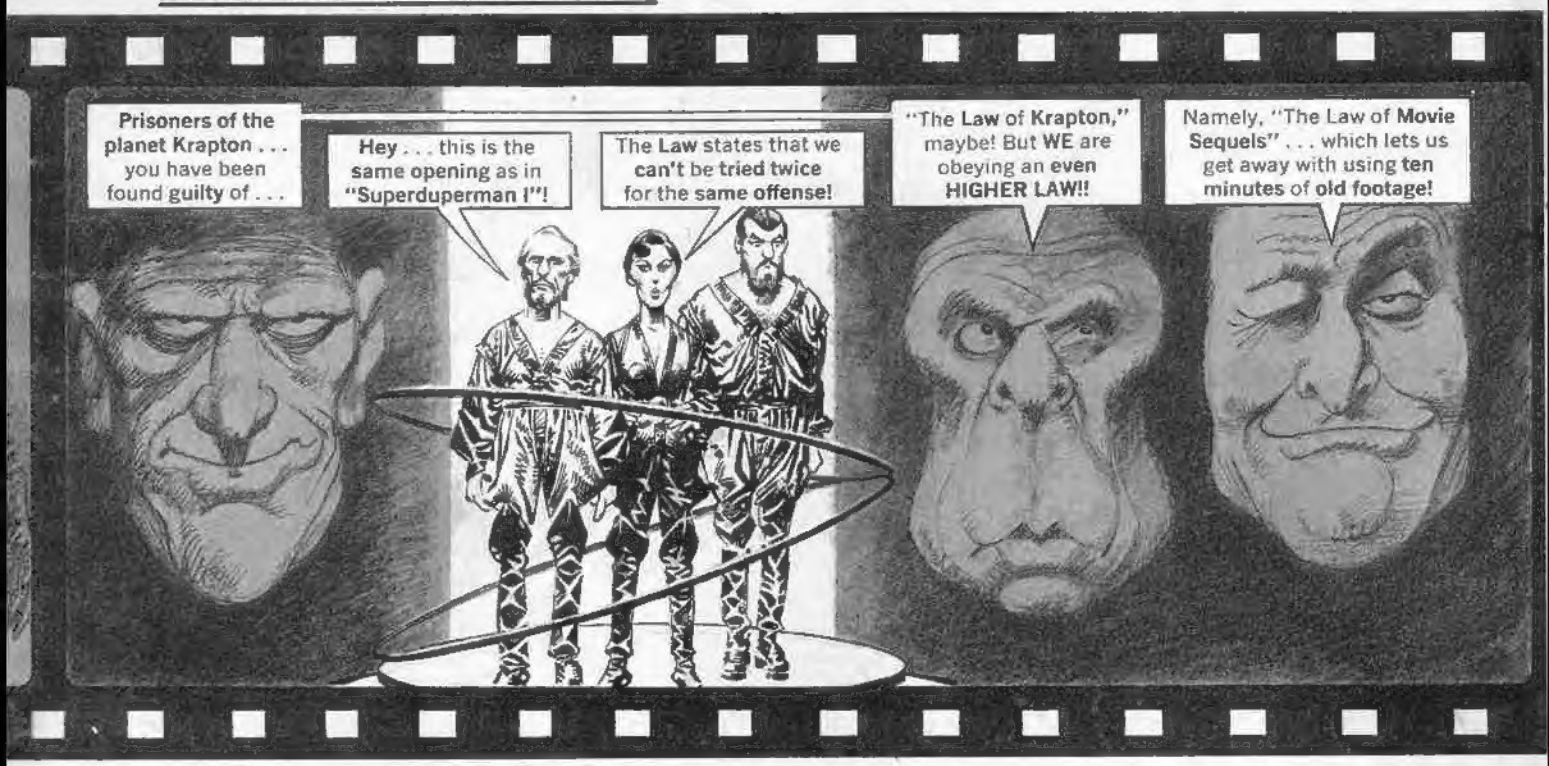
☐ **MAD** for Better or Verse
☐ Sing Along With **MAD**
☐ **MAD** About Sports
☐ **MAD**'s Talking Stamps
☐ The **MAD** Jumble Book
☐ More **MAD** About Sports
☐ **MAD** Around the World
☐ **MAD** Goes Wild
☐ **MAD** Word Power
☐ Politically **MAD**
☐ **MAD** Look at the Future
☐ **MAD** Book of Mysteries
☐ **MAD** Cradle to Grave Primer
☐ **MAD** Make Out Book
☐ **MAD** Book of Revenge
☐ **MAD** Guide to Careers
☐ **MAD** Survival Handbook
☐ History Gone **MAD**
☐ The **MAD** Worry Book
☐ **MAD** Stew
☐ The Sound of **MAD**
☐ Edwing's **MAD** Bizarre Bazaar
☐ **MAD** How Not to Do It Book

We cannot be responsible for cash lost or stolen in the Mails. Check or Money Order preferred!

I ENCLOSE $1.50 FOR EACH (Minimum Order: $4.50)

On orders outside the U.S.A., be sure to add 15% extra. Allow at least six weeks for delivery.

ALL MEN ARE CREATING SEQUELS DEPT.


Prisoners of the planet Krapton . . . you have been found guilty of . . .
Hey . . . this is the same opening as in "Superduperman I"!
The Law states that we can't be tried twice for the same offense!
"The Law of Krapton," maybe! But WE are obeying an even HIGHER LAW!!
Namely, "The Law of Movie Sequels" . . . which lets us get away with using ten minutes of old footage!

Son . . . this old footage gives you a second chance to decide on a career!!
That's right, Cluck! You can pull down big bucks bein' super strong!
I think I'll become a struggling Reporter!
. . . unless, of course, you're SUPER DUMB!!

I'm dyin' again, Maw! I've left you the cows and chickens! Sell 'em if you need money! An' if things get really tough—
Yes, Paw!
Sell the kid!!
CEMETERY
VALLEY OF HORROR
HERE LIES GEORGE REEVES
REQUESTED PERPETUAL CARE

SUPERDU

Here we are . . . **trapped** in this 2-dimensional **Space Prison** for **eternity!**

I guarantee that we'll be **OUT** of here in about **three oonids!**

For good behavior?

No . . . for being **essential** to the **PLOT** of this fer-shlugginer sequal!

By the way . . . what are three oonids, stated in **Earth time?**

About 3 pages!

Farewell, my Son! Remember, if you get **really stuck** in this sequel, I have the power to **help** you!

Goo, gurgle, blugg!

TRANSLATION: That's **great,** but what if I need **Dad?**

Forget him! He has an even **GREATER POWER . . .** a **one-picture contract!!**

What a **thrill** to replay my **first date** with **Superduperman!** He's still as **strong** . . . still as **manly** . . . still as **powerful** . . .

I thought you'd enjoy **this** a **lot more** than going out to **dinner** and the **theater!**

. . . and still as **cheap!!**

You've won the **first round,** Superduperman! But **don't** put that **cape** in **mothballs!**

You don't scare **me,** Lox Looter!

Just wait! You're in for even **bigger, more terrible trouble** in—

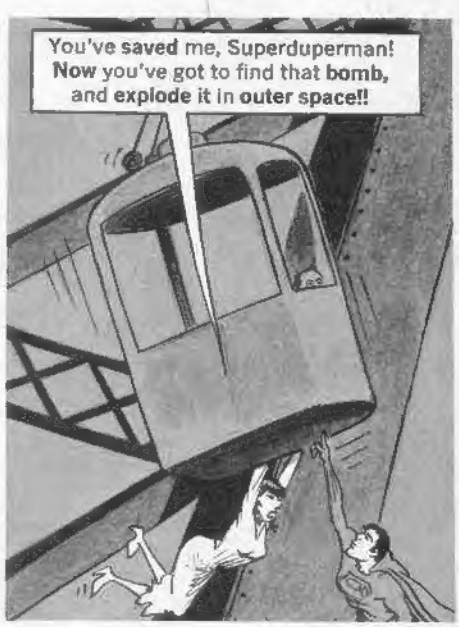
PERMANENT

ARTIST: MORT DRUCKER
WRITER: FRANK JACOBS

Mr. Blight . . . I'm Cluck Kennt . . . your new Reporter—
Can it, Kennt! The flashbacks are over! Lotus Lain is on top of the Eiffel Tower with terrorists who've got a hydrogen bomb! Kennt, I can only blame myself!
Because she's in danger??
No, because I gave her an unlimited expense account in Paris! Look at this!! $4.00 for a cup of coffee!
LOTUS LANE EXPENSE ACCOUNT
ASTEROID CLEANING SERVICE

Lotus is plummeting to her death . . . and I've already lost vital seconds—
—by not remembering that you fly EAST to get to France!!
WHOOSH!

H E L-L-L-P !

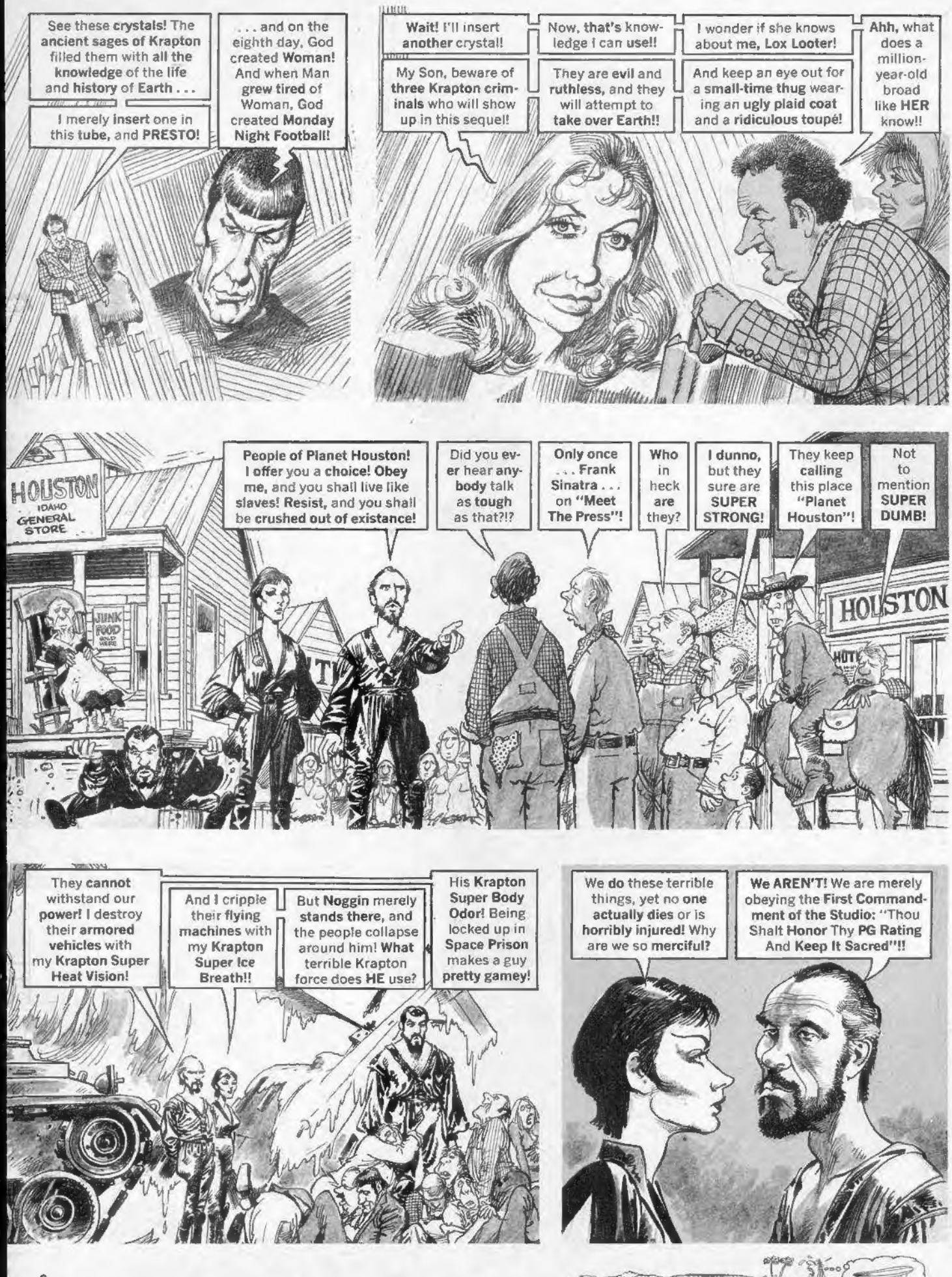

You've saved me, Superduperman! Now you've got to find that bomb, and explode it in outer space!!

Just the BOMB, Superduperman! JUST THE BOMB . . . ! ! !

KABLOOM!

The exploding tower has freed us from our Space Prison three pages later, just as I predicted! Has there ever been a greater miracle?
Yes, the Producer's ability to sucker people into seeing this ridiculous sequel . . . despite "Superduperman I"!!

Welcome to Niagra Falls! This is the Warren Beatty Suite . . . featuring the Passion Tub, the Make-Out Bearskin Rug, the Flames of Hot Lust and the Bed of Incredible Erotic Delights!
I'm very impressed, Lotus! An X-rated room . . . in a PG film!
Cool it, Cluck! We're here on an assignment! We're not here for sex!
Will you knock it off, Cluck? I've got a HEADACHE!
Couldn't you . . . just once, act like a normal American woman?!?
THAT's more like it!!
Oh, my God!! HELP!! My little boy fell in the water! Please, God . . . don't let him drown!
Cluck! Where are you going . . . ?!?
To a phone—booth . . . to call Dial-A-Prayer!!
Oh, thank you, Superduperman!!
Hmmmmmm! Once again, Superduperman shows up, and Cluck isn't around!
Golly! What's happened . . .?
What secret is that, Lotus . . .?
Knock off the innocent act, Cluck! I know your secret!!
Whenever Superduperman is here, you're not here!! And whenever you're here, Superduperman is not here! You're never together! And I've figured out WHY!
YOU'RE DELIBERATELY AVOIDING HIM!! RIGHT?!
There's just no fooling a sharp Investigative Reporter like you, Lotus—is there?!?
Why are we going to the North Pole?
Because I, Lox Looter, the cleverest criminal mind of our time, am going to destroy once and for all that costumed purveyor of sickening goodness!
You're going to kill SANTA CLAUS?!
No, you dummy! Superduperman! We're headed for his secret arctic home!!
Good, 'cause I've got to go to the john!
NORTH POLE
NO POLE JOKES, PLEASE!
It's amazing, Evil! Absolutely amazing!
That a place like this really exists?
No, that this film cost thirty million bucks, and we still have to resort to "Bathroom Jokes"!!


See these crystals! The ancient sages of Krapton filled them with all the knowledge of the life and history of Earth . . .
I merely insert one in this tube, and PRESTO!
. . . and on the eighth day, God created Woman! And when Man grew tired of Woman, God created Monday Night Football!
Wait! I'll insert another crystal!
My Son, beware of three Krapton criminals who will show up in this sequel!
Now, that's knowledge I can use!!
They are evil and ruthless, and they will attempt to take over Earth!!
I wonder if she knows about me, Lox Looter!
And keep an eye out for a small-time thug wearing an ugly plaid coat and a ridiculous toupé!
Ahh, what does a million-year-old broad like HER know!!
HOUSTON
IDAHO
GENERAL STORE
JUNK FOOD
People of Planet Houston! I offer you a choice! Obey me, and you shall live like slaves! Resist, and you shall be crushed out of existance!
Did you ever hear anybody talk as tough as that?!?
Only once . . . Frank Sinatra . . . on "Meet The Press"!
Who in heck are they?
I dunno, but they sure are SUPER STRONG!
They keep calling this place "Planet Houston"!
Not to mention SUPER DUMB!
HOUSTON
They cannot withstand our power! I destroy their armored vehicles with my Krapton Super Heat Vision!
And I cripple their flying machines with my Krapton Super Ice Breath!!
But Noggin merely stands there, and the people collapse around him! What terrible Krapton force does HE use?
His Krapton Super Body Odor! Being locked up in Space Prison makes a guy pretty gamey!
We do these terrible things, yet no one actually dies or is horribly injured! Why are we so merciful?
We AREN'T! We are merely obeying the First Commandment of the Studio: "Thou Shalt Honor Thy PG Rating And Keep It Sacred"!!

Next . . . we shall make some changes in the landscape . . .

. . here in South Dakota!

FOOM

And now . . . on to Washington, D.C.!!

Which one of you is the President?

I am!

YOU?! President?! To me, you look like an over-the-hill movie actor!!

We had to make ONE part in this film historically accurate!

Don't threaten me, General Klodd! I've had to deal with men just as merciless . . . just as unyielding!

These creatures! What name do they go by . . .?

CONGRESSMEN!! You've no idea how miserable they can be!!!

Resist . . . and I shall turn the continents into oceans!

Idle boasting!

Then, I will lay waste the mountains and the valleys!!

Words! Mere words!

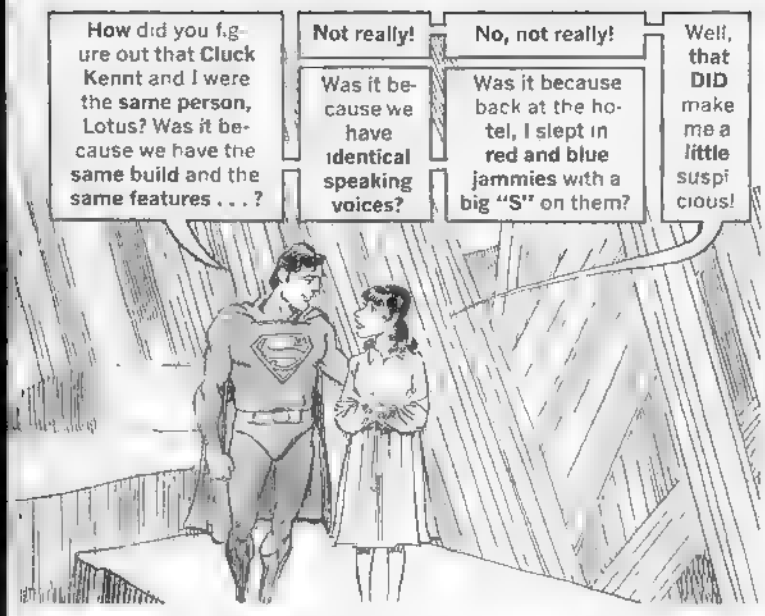
Then, I'll huff . . . and I'll puff . . . and I'll blow your cheap toupé off!!

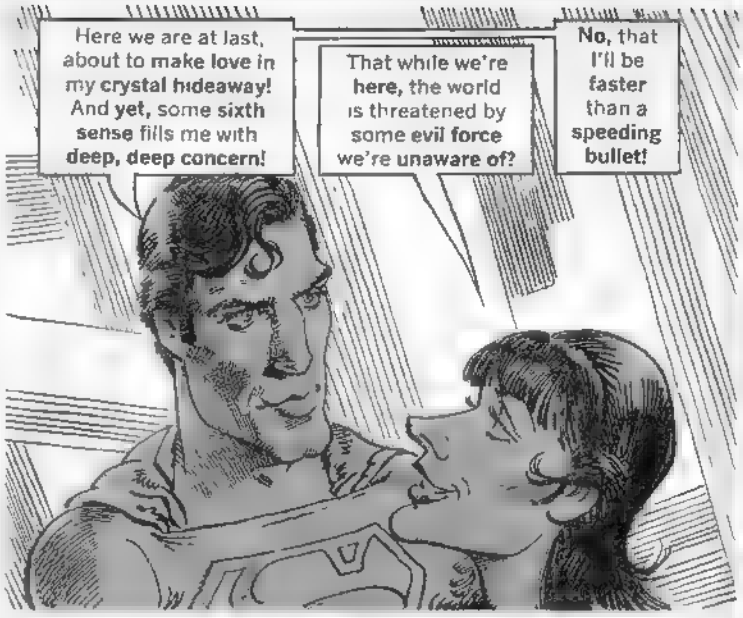
Oh-oh!! NOW, you've got me really worried!

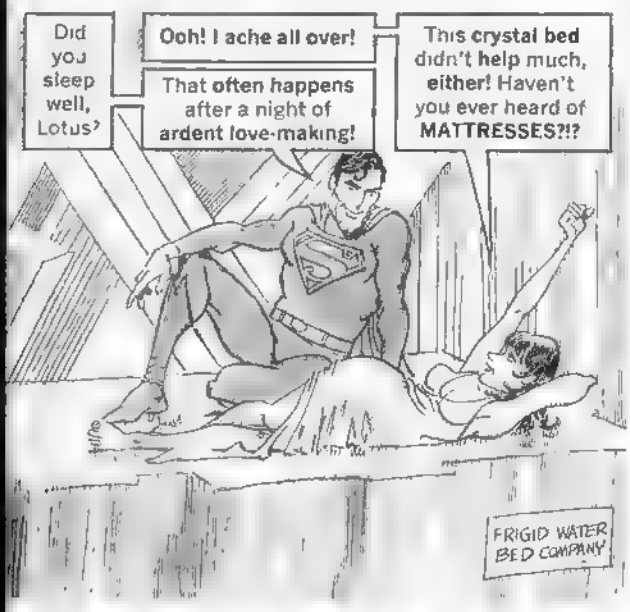
I can't believe it! The President is KNEELING before General Klodd!

Kneeling, I can believe! But kissing his ring and calling him "Godfather"? . . .?

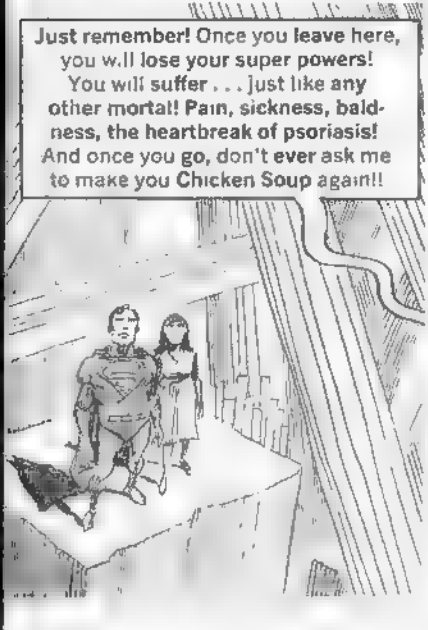
Wha'd you expect?! The screenplay for this film was written by Mario Puzo!


How did you figure out that Cluck Kennt and I were the same person, Lotus? Was it because we have the same build and the same features . . . ?
Not really!
Was it because we have identical speaking voices?
No, not really!
Was it because back at the hotel, I slept in red and blue jammies with a big "S" on them?
Well, that DID make me a little suspicious!


Here we are at last, about to make love in my crystal hideaway! And yet, some sixth sense fills me with deep, deep concern!
That while we're here, the world is threatened by some evil force we're unaware of?
No, that I'll be faster than a speeding bullet!


Did you sleep well, Lotus?
Ooh! I ache all over!
That often happens after a night of ardent love-making!
This crystal bed didn't help much, either! Haven't you ever heard of MATTRESSES?!?
FRIGID WATER BED COMPANY

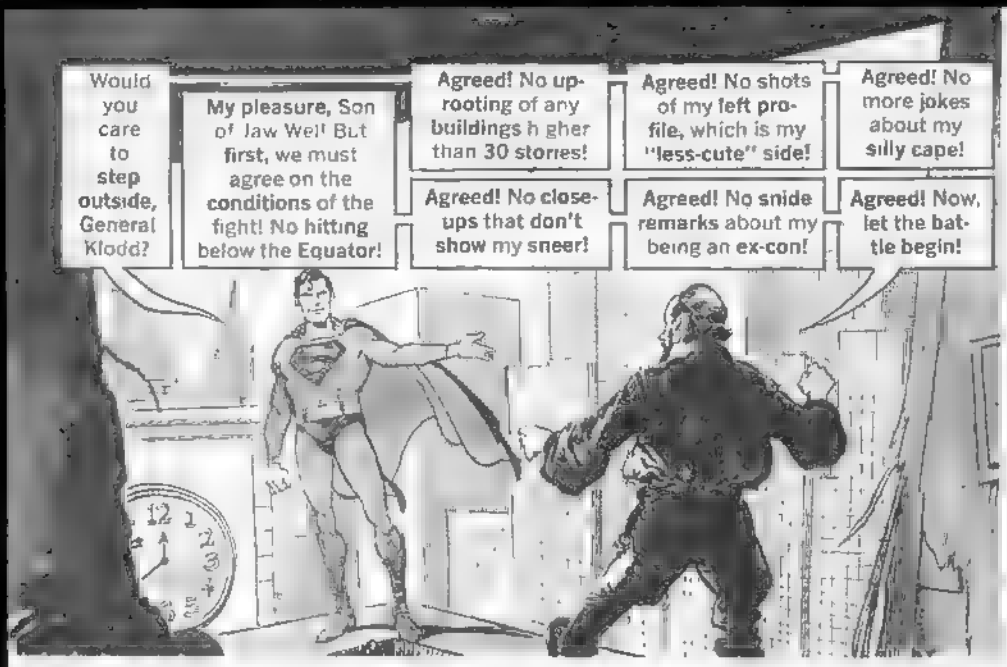
Oh, spirit of my dead Mother! Your Son wishes to marry this beautiful Earth woman whom he deeply loves!
You call yourself a Son?!? Would a Son break his Mother's heart and dishonor his planet?! Would a Son spit on his birthright?! I don't see a Son!! I see a STRANGER!!
I don't believe it!! Superduperman has a Jewish Mother!!

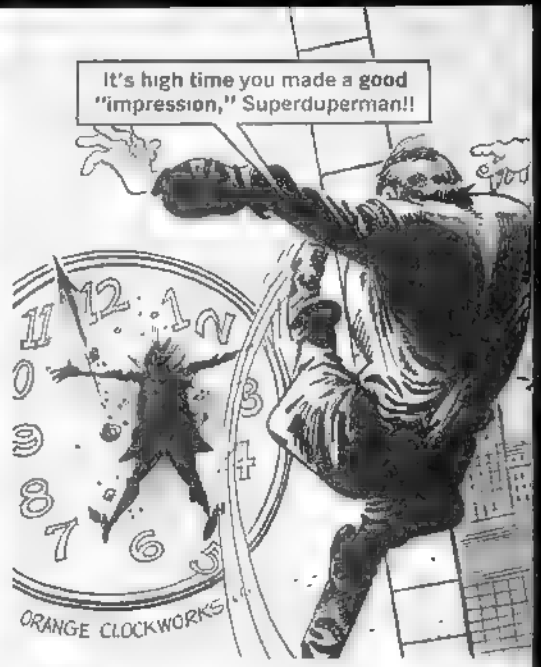

Just remember! Once you leave here, you will lose your super powers! You will suffer . . . just like any other mortal! Pain, sickness, baldness, the heartbreak of psoriasis! And once you go, don't ever ask me to make you Chicken Soup again!!

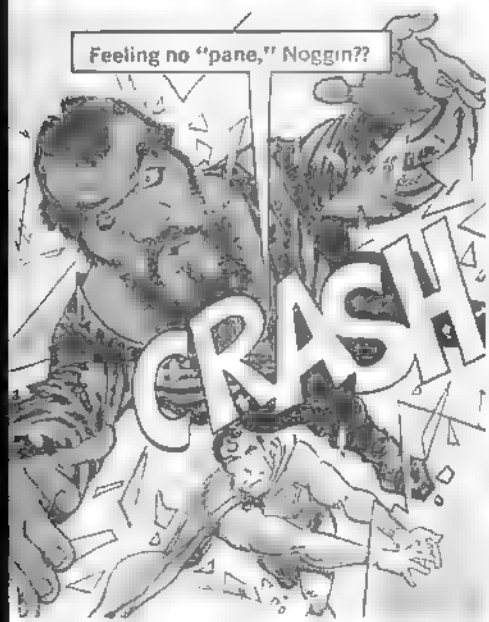
My super powers are gone, and here I am . . . a typical American husband! And yet, I don't FEEL like an American husband!
Stop daydreaming, Cluck!! Must you dawdle?! My God, I think I spend my whole life . . . waiting for you!!
That's more like it!
KEEP ON TRUCKING CO.

Hey, Cutey! How would you like a REAL man?!
Stop bothering us, or there'll be trouble!!
Oh, yeah . . . ? ?
JACK

POW!
You see?!? I knew there'd be trouble!
Don't just lie there, Cluck!! Look up at the TV screen!
I hereby surrender all my authority to General Klodd!
SUPERDUPERMAN!! WHERE ARE YOU??
IF IT'S A GREEN CARD YOU'RE WORRIED ABOUT, I CAN HELP YOU!!
Who is this Superduperman!?
He flies around in a cape, and he's different from other men!
Ah, one of "THEM"!! On Krapton, we also had a "Gay Rights Movement"!
Here I am, walking two thousand miles to the North Pole! If I make it, I may be able to regain my super powers! If I freeze to death, at least I'm not tied down to Lotus! Either way, I win!
UNSINKABLE SNOWMAN
LAST CHANCE BEFORE NORTH POLE
Mother!! Help me to become super-duper again!!
On two conditions! First, admit that mixed marriages don't work . . . ! !
Yes! Yes! And what's the other?
That you stop being such a stranger! You could at least drop a postcard once in a while and come for dinner on Sundays, maybe!
Cursa, I am bored ruling Earth!!
Why not obliterate a country?
I did that yesterday when I dropped Sweden on Equador! I need a challenge!!
Daily Planet
YANKS LOSE KRYPTONITES W
Excuse me, your Vileness . . . but I am Lox Looter! I can lead you to the Son of Jaw-Wei, also known as "Superduperman"!
At last!! Revenge!! What do you ask in return??
Only the TV rights to Superduperman's funeral, Your Rottenness! And his suit and cape! I always wanted to wear them!
Ah . . . another one of "THEM"!

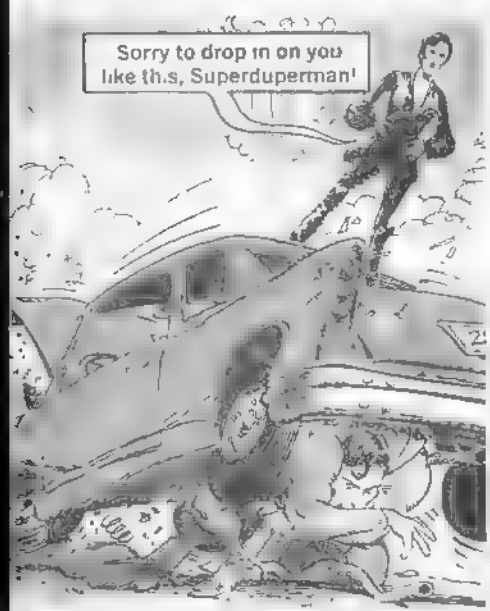

Would you care to step outside, General Klodd?
My pleasure, Son of Jaw Well! But first, we must agree on the conditions of the fight! No hitting below the Equator!
Agreed! No uprooting of any buildings higher than 30 stories!
Agreed! No shots of my left profile, which is my "less-cute" side!
Agreed! No more jokes about my silly cape!
Agreed! No close-ups that don't show my sneer!
Agreed! No snide remarks about my being an ex-con!
Agreed! Now, let the battle begin!

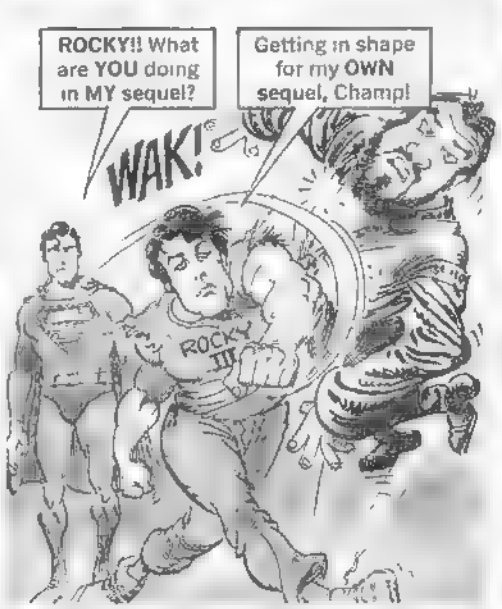

It's high time you made a good "impression," Superduperman!!
ORANGE CLOCKWORKS

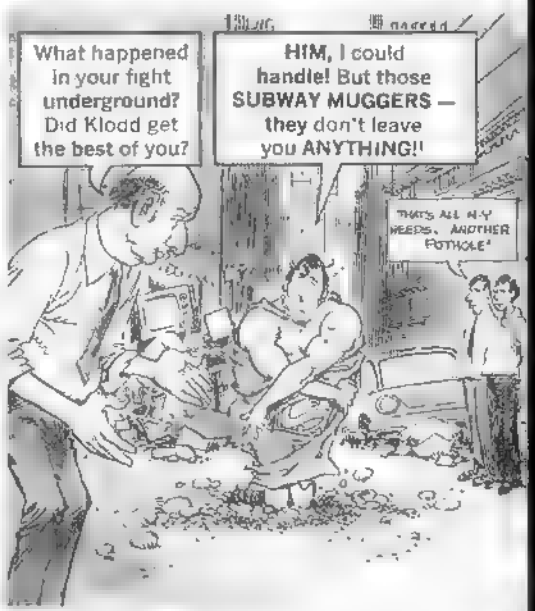

Feeling no "pane," Noggin??
CRASH!

How do you like being a "super-hero sandwich?"
OOFFF!

This will give you a "glow," Klod!

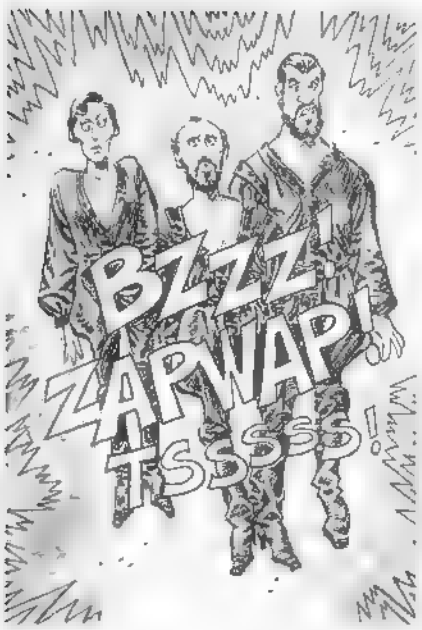

Sorry to drop in on you like this, Superduperman!


ROCKY!! What are YOU doing in MY sequel?
Getting in shape for my OWN sequel, Champ!
WAK!
ROCKY III

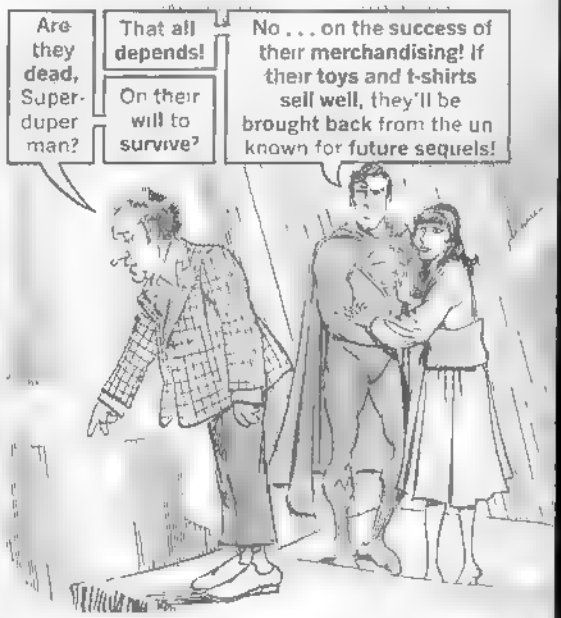

What happened in your fight underground? Did Klodd get the best of you?
HIM, I could handle! But those SUBWAY MUGGERS — they don't leave you ANYTHING!!
THAT'S ALL MY WEEDS, ANOTHER POTHOLE!

Superduperman has fled to the North Pole! We'll finish him off there!!
Boy . . . talk about your "no frills" airlines!!

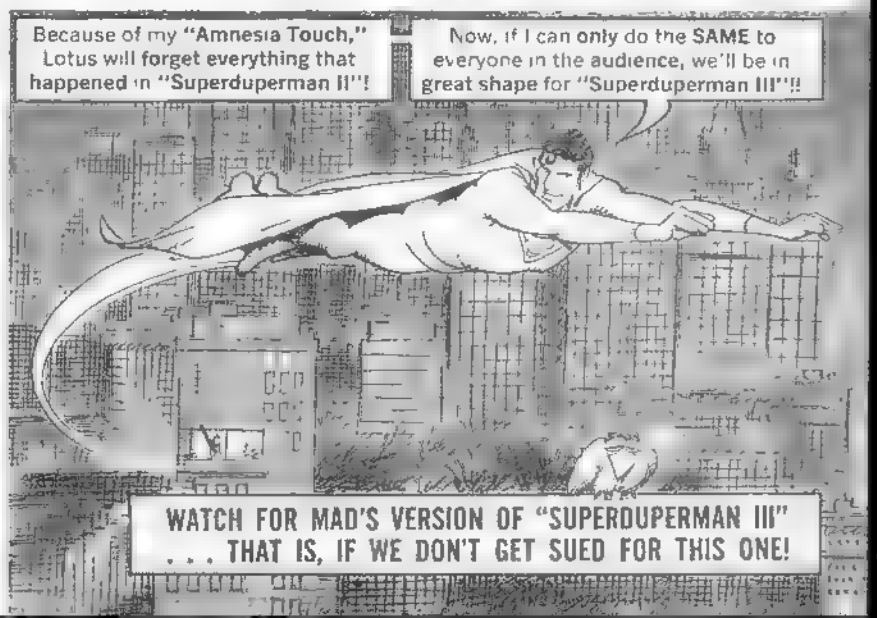
Make up your mind, Superduperman! Either step into the Molecular Chamber . . . which will strip you of all your super powers . . . or watch Lotus Lain, here, DIE!!
I'm thinking! I'm thinking!


BZZZ
ZAPWAP!
TSSSSS!

He tricked us by reversing everything! Now WE'VE been stripped of OUR super powers!
And now we're falling into the unknown!
AAAGHH!

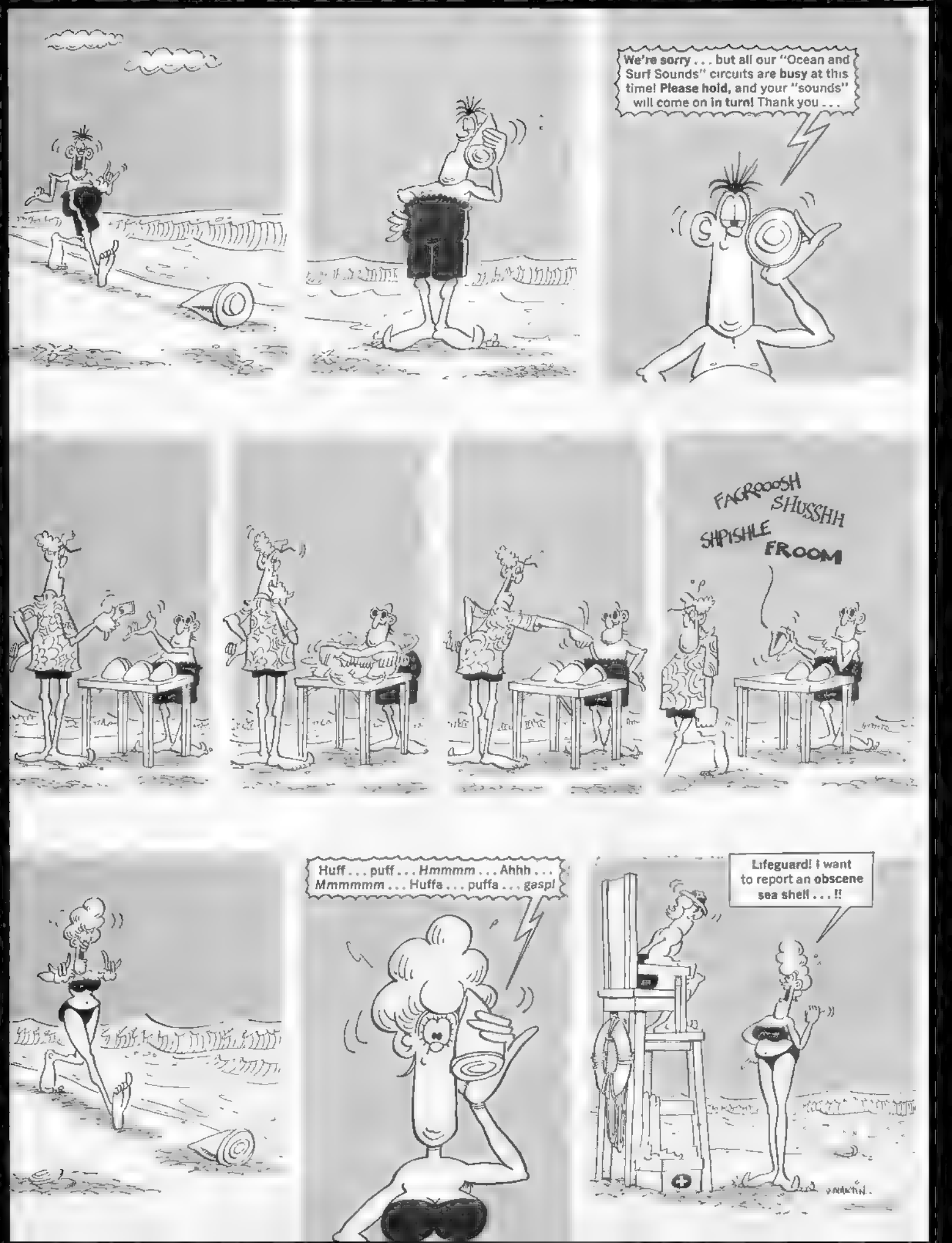

Are they dead, Superduperman?
That all depends!
On their will to survive?
No . . . on the success of their merchandising! If their toys and t-shirts sell well, they'll be brought back from the unknown for future sequels!

Don't worry, Cluck! I'll never tell who you really are!
I know you won't, Lotus . . . !
Thanks to this great trick I learned from Mr. Spock . . . watching "Star Trek" re runs!


Because of my "Amnesia Touch," Lotus will forget everything that happened in "Superduperman II"!
Now, if I can only do the SAME to everyone in the audience, we'll be in great shape for "Superduperman III"!!
WATCH FOR MAD'S VERSION OF "SUPERDUPERMAN III" . . . THAT IS, IF WE DON'T GET SUED FOR THIS ONE!

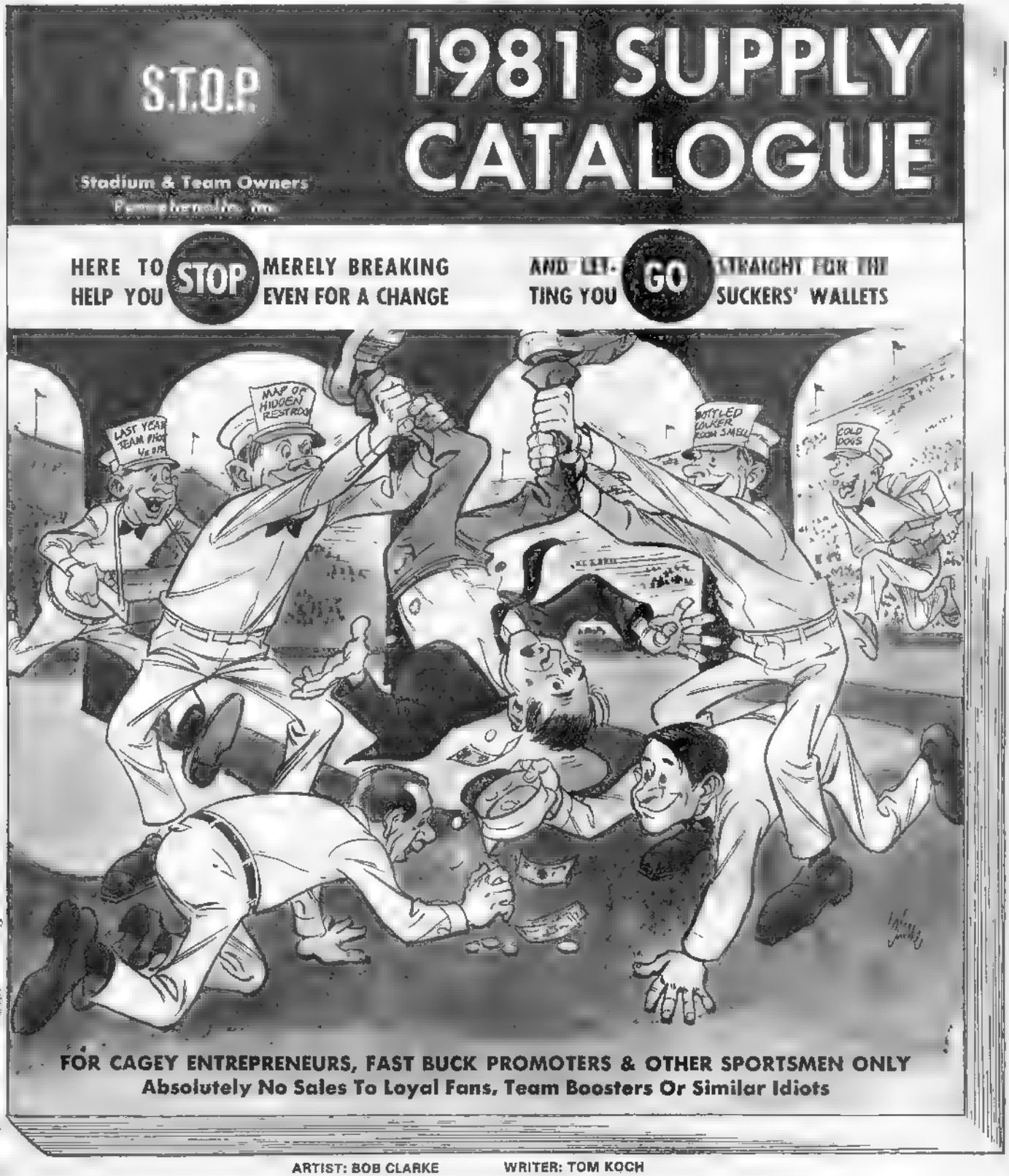
DON MARTIN SELLS US SEA SHELLS

BY THE SEA SHORE


We're sorry . . . but all our "Ocean and Surf Sounds" circuits are busy at this time! Please hold, and your "sounds" will come on in turn! Thank you . . .
FAGROOOSH
SHUSSHH
SHPISHLE
FROOM
Huff . . . puff . . . Hmmmm . . . Ahhh . . . Mmmmmm . . . Huffa . . . puffa . . . gasp!
Lifeguard! I want to report an obscene sea shell . . . !!

FAN DANGLERS DEPT.

Sports fans are junkies hooked on attending games, even when they're inconvenienced, overcharged, and subjected to an inferior team. This addiction naturally prompts greedy owners to make millions for themselves while they're making pigeons out of their patrons. Just how do they do it? Very easily. In fact, there's a supply house that exists solely to help them bilk the public. MAD recently ran across a copy of the firm's secret catalogue. And here it is:


S.T.O.P.
Stadium & Team Owners
1981 SUPPLY CATALOGUE
HERE TO HELP YOU
STOP
MERELY BREAKING EVEN FOR A CHANGE
AND LET-TING YOU
GO
STRAIGHT FOR THE SUCKERS' WALLETS
MAP OF HIDDEN RESTROOMS
LAST YEAR TEAM PHOTO
BATTLED LOCKER ROOM SMELL
COLD DOGS
FOR CAGEY ENTREPRENEURS, FAST BUCK PROMOTERS & OTHER SPORTSMEN ONLY
Absolutely No Sales To Loyal Fans, Team Boosters Or Similar Idiots

ARTIST: BOB CLARKE WRITER: TOM KOCH

MISLEADING TICKET WINDOW SIGN prevents fans from finding out how much admission really costs until they get close enough to read the fine print. By then, you already will have profited so handsomely from parking fees, program sales, seat cushion rentals, etc., that you needn't care whether anyone actually buys a ticket.

11481—TINY TYPE TICKET PRICE SIGNS ..... $2.25 ea.

FRIGHTEN FANS INTO DOCILE BEHAVIOR by dessing your ushers in authentic police uniforms. We obtained hundreds of these lovely outfits (complete with badges and night sticks) at a bankruptcy sale when Cleveland, Ohio, went out of business in 1978. Now, we pass the savings along to you. Available in all Cleveland cop sizes (52 to 68).

21193—"BIG BOY BLUE" POLICE UNIFORMS ....$18.50 ea.

BRIGHTLY COLORED, SLICK PAPER PROGRAM COVER lets you stuff 96 pages of solid advertising inside and then charge up to $5 for the shopping guide that you formerly gave away free. Available with attractive picture of football, baseball or basketball player on the front, and attractive picture of cigarette smoker, vodka drinker or Buick salesman on the back.

88505—LOW COST COVERS FOR HIGH PRICED PROGRAMS $12 per gross

COLORFUL FAN COSTUMES help distract attention from the lousy play of your team. Hire local misfits to make fools of themselves throughout the game in these kookie get-ups. Outfits include rainbow colored wigs, wildly tinted suits, etc., to create your choice of such characters as Dancing Davey, Screaming Seymour or Prudence the Gypsy.

58392—PSYCHOTIC SPECTATOR SUITS ..... $49.50 ea.

AMAZING "SQUAWK BOX" PUBLIC ADDRESS SYSTEM lets you offer terrific prizes to lucky number holders by making announced lucky numbers impossible to understand. Comes complete with garble-voiced tape to assure you of keeping all those TV sets, Hawaiian vacations and free restaurant meals for yourself.

29844—24-SPEAKER SQUAWKIE-TALKIE P.A. SYSTEM $2,995.98

OVERLY SALTED PEANUTS make even your most unpopular drinks sell at prices you never dreamed possible. We add a tablespoon of salt to each mini-bag of nuts to guarantee fast, maddening thirst! Happy stadium owners report zooming sales of licorice soda, banana phosphate and plain tap water at a dollar a bottle and up!

76239—SUPER SALTY SALTED PEANUTS $34 per 100 bags

CAR STRIPPING TOOLS make lovely gifts for punks living in your stadium area, while they also make fans think twice about parking on the street to avoid your outrageous lot fees. Each handy packet contains all items the inventive youngster needs to remove everything from a tightwad's car except the frame and universal joint.

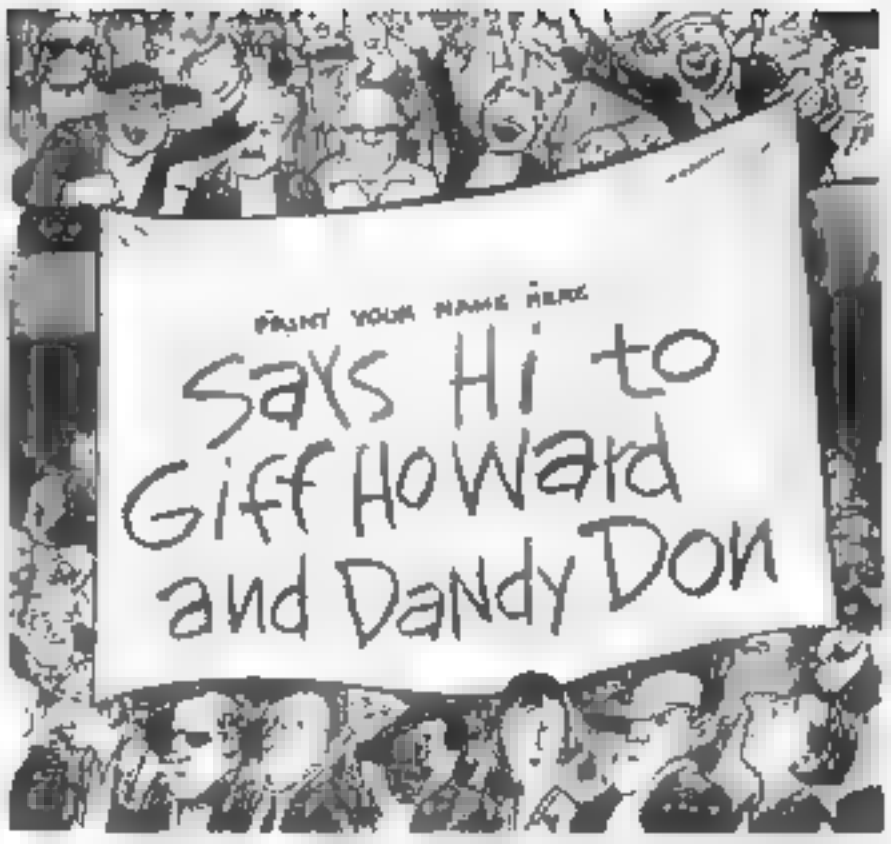
70441—"DANDY DISMANTLER" TOOL KIT $8.75

OLD UNSOLD RESTAURANT FOOD makes ideal fare for ravenous sports fans who will eat anything after a few miserable hours in your stadium. Through a fortunate purchase, we obtained several tons of left-overs that were destined to be ground up for fertilizer, and offer them to you at real savings.

59528—ASSORTED PTOMAINE PTIBBITS $33 per 100 lbs.

SPECIALLY BLENDED "BALLPARK BRAU"® lets you cash in on the light beer fad while actually saving money. Our franchised brewers dilute normal beer with 80% tap water to hold calories down while boosting profits up. Weak brew also reduces fans' rowdiness by requiring a larger intake than the human bladder can hold before resulting in drunken behavior.

97723—BLAH, BARFY BALL-PARK BEER ....$3.19 per case



PRE-PRINTED BED SHEET SIGNS let you profit from fans' desire to gain network TV publicity without thinking up their own clever messages. We bought these sheets cheap from the contagious ward of a well known hospital, and had them printed by kindergarten tykes to save you real money.

29226—"SHEET ON TV" BRAND PRINTED SHEETS ....$4.75 ea.

BRING BACK THE 25¢ HOT DOG by selling miniature weiners that are really Vienna sausages served on tiny buns. Luckily for you, the government doesn't specify any minimum size for hot dogs So why not take advantage of that loophole in the law to pick up extra money from your gullible fans?

56601—TEENY, TINY WEENIES .. $1.99 per can of 24

WATER SOLUBLE RAIN CHECKS prevent bad weather from eating into your good profits. These tricky ticket stubs are cleverly printed on starched lint that becomes hopelessly unredeemable by dissolving at the first touch of moisture Keep a few thousand on hand for cloudy day use.

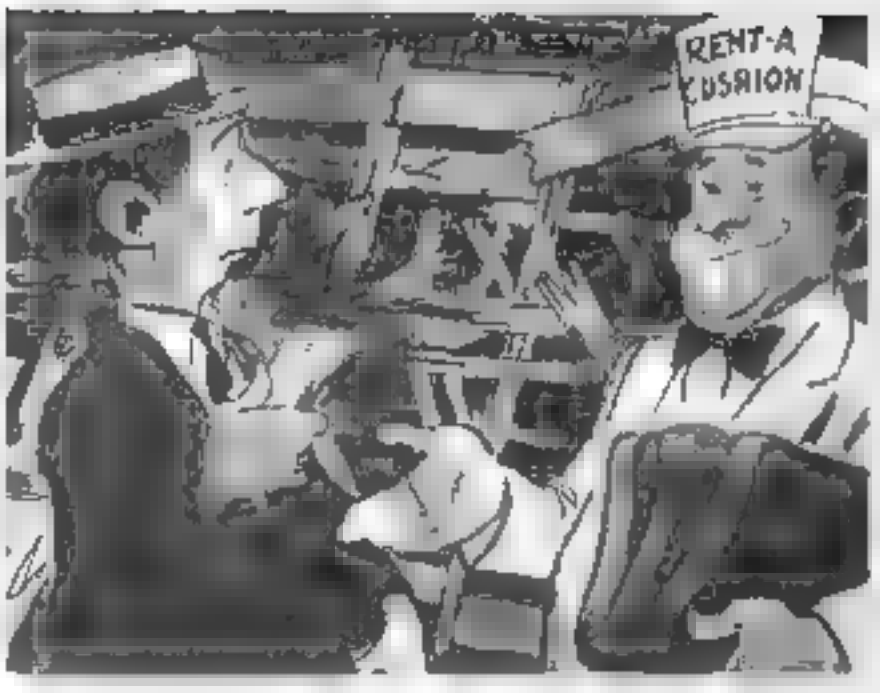
11408—"DRIP-AND-DISSOLVE" BRAND RAINCHECKS ....$4.50 per 100

RENT AN OPERA SINGER to lend at least one note of class to your home games by singing the National Anthem. We have several available for as little as $10 per game, plus bus fare. At that price, they aren't Robert Merrill or Beverly Sills. But how many of your fans would know a real opera star if they saw one anyway?

39091—BOOMING BARITONE ANTHEM SINGER $22.50

39092—ANONYMOUS ALTO ANTHEM SINGER $19.75

39093—SCREECHING SOPRANO ANTHEM SINGER $10.00



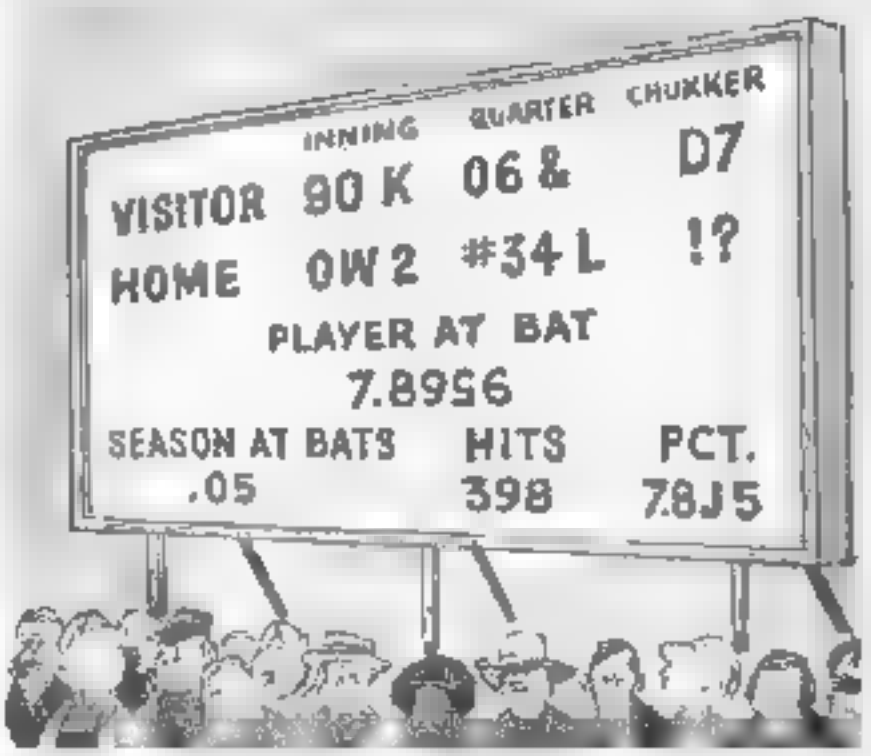
SCIENTIFICALLY DAMAGED STADIUM SEATS can double your cushion rentals! We have hired a physician specializing in lower backs and tender bottoms to design broken seats that will have just the right slats removed or splintered to cause maximum misery. Install 25,000 and try them for a week. Money back if you're not satisfied

91877—"TORTURE-TAIL" BRAND STADIUM SEATS ..... $39 ea.

91878—COMFY CUSHIONS TO COVER "TORTURE-TAIL" SEATS $3 ea.

WHO KNOWS WHAT HOCKEY GOALIES REALLY LOOK LIKE? Certainly not your stupid fans, who'll gladly shell out a dollar each for these glossy photos of our mail room boy dressed in a protective mask. Bundled photos come complete with a ball point pen for you to add autographs of your choosing

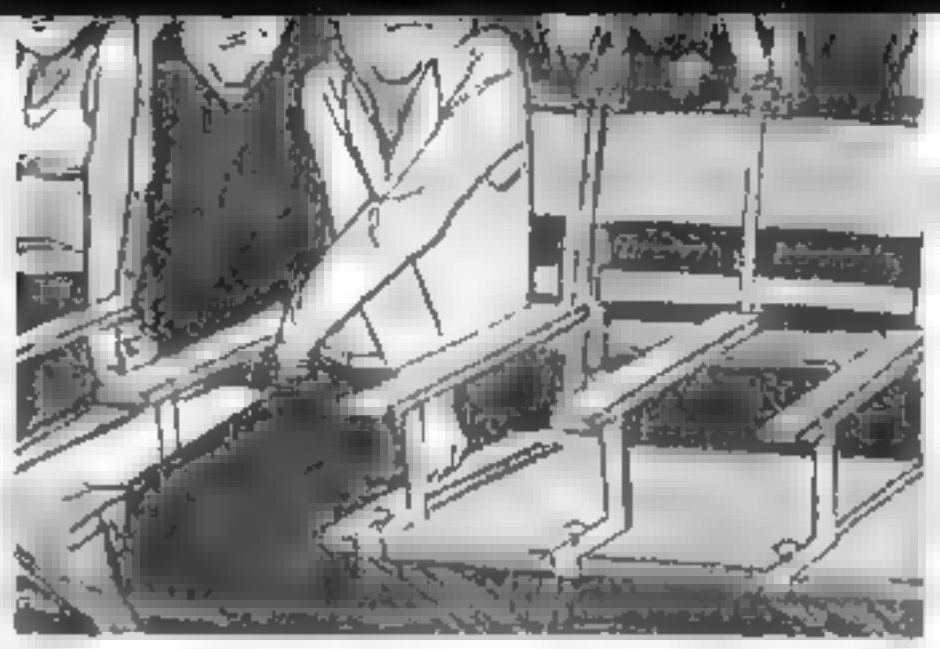
57629—PHONY GOALIE HOCKEY PHOTOS ..... $14 per gross



PERPETUALLY GARBLED SCOREBOARD utilizes computer age technology to keep flashing meaningless numbers that eventually drive fans to buy your expensive programs. Scoreboard is easily converted to all major sports, including several that aren't even played in this country.

35572—CRAZY, MIXED UP SCOREBOARD $29,999.98

35573—SAME WITH SIREN AND FIREWORKS ATTACHMENT $34,999.98

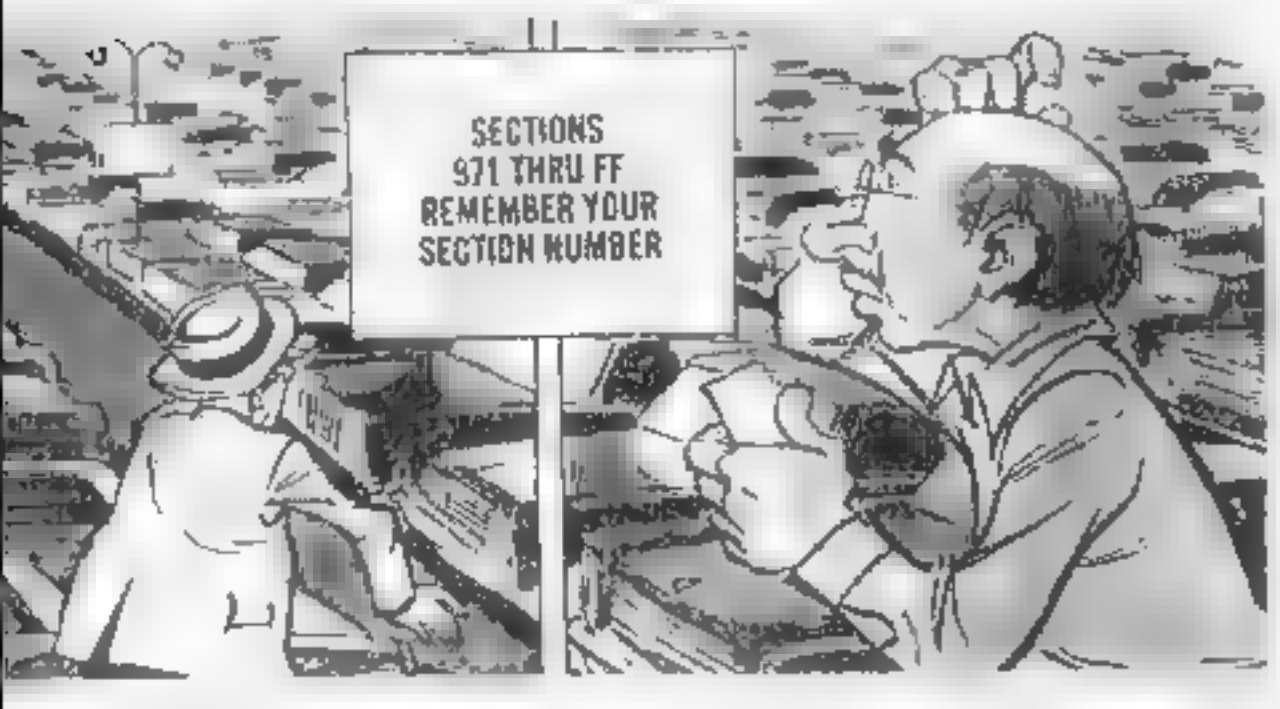


DOUBLE YOUR STADIUM'S SEATING CAPACITY with easy-to-install, snap-on arm rests that instantly divide each seat into two! Ideal for events that normally draw an overflow crowd of midgets. Also good for encouraging fatties to buy two tickets and then remove the partition for tolerable comfort.

55091—"HIP HUGGER" BRAND SEAT DIVIDERS ....$4.79 ea.

PHONY FAN CLUB KIT makes it appear that even the lousiest player obtained in your dumbest trade has a loyal following. Confuse enraged fans into thinking they must be wrong about his ability and/or your stupidity. Kit contains 500 personalized lapel pins, 100 pennants and 100 beanies.

44729—PHONY FAN CLUB KIT $269.50
(State Name Of Inept Player You Wish To Honor)



CONFUSING PARKING LOT SIGNS cause fans to become hopelessly lost in your lot. As a result, Parking Lot Attendants earn big tips (thereby letting you cut down on their salaries). Some lost fans even panic and abandon their cars, putting still more money in your pocket. Order a complete sign set today. Even one confiscated VW will pay for your investment!

22392—CONFUSING SIGN SET (LL-5 THRU 1-A) ..$657.00

PERSONALIZED STENCIL enables you to turn worthless junk into valuable team souvenirs. Delight in watching fans grab up trash you'd normally throw away, once it's all emblazoned with team name and emblem. Easy-to-use stencil lets you recycle everything from waste paper to lost children into money making souvenirs.

21877—"TRASHY TREASURE" PERSONALIZED STENCIL.$28.95
($5 Extra For Long Town Names Like "WEST TERRE HAUTE" Or Long Nicknames Like The "FIGHTING PTERODACTYLS.")

EXORBITANTLY PRICED PAY TOILETS enable you to show a profit on your "Free Beer Night Promotions." Let unsuspecting fans guzzle their fill before they discover that answering nature's call is more expensive than buying their own beer. Sturdy locks and nickel plated coin slots fit any booth door to relieve your financial problems as fans relieve their bladders.

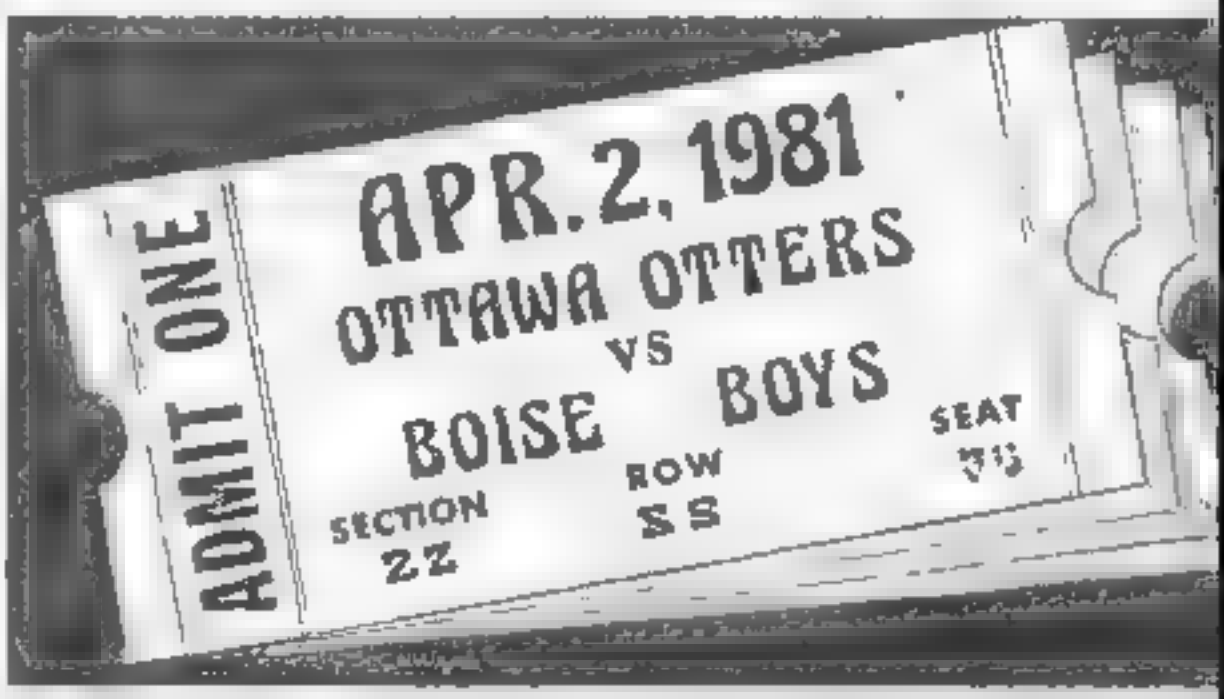
80412—"PAY-NOW-OR-GO-LATER" BRAND TOILET DEVICE $16.50

SLIGHT FACTORY IRREGULARITIES let you sell these souvenir tee shirts at an even more absurd profit than usual. Only minor misspellings prevent our beautifully imprinted shirts from being as good as your regular $6 95 swindles. Specify your choice of St. Lous Cardinalls, New Yrk Hankees or Okland Raaders.

11502—SELECTED REJECTED TEE SHIRTS ... $1.10 ea.

SCIENTIFICALLY SMUDGED TICKET PRINTING permits you to sell the same seats to big games more than once. Clever deception also makes 2's look like Z's and 5's resemble S's to create fights among fans who foolishly blame each other for the mix-ups you create. Many team owners use these little beauties to draw 60,000 fans into their 20,000-seat stadiums.

46491—ILLOGICAL, ILLEGIBLE, ILLEGAL TICKETS ... $23 per 1,000

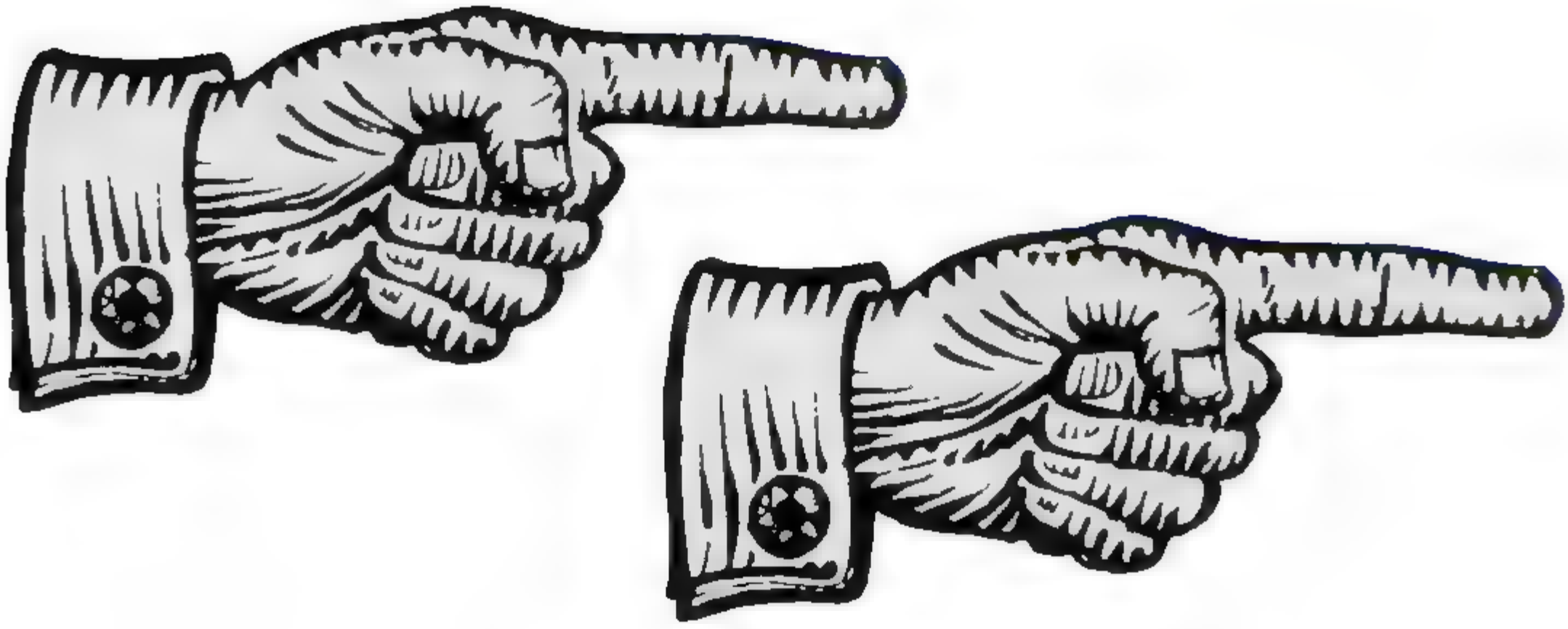


VERY SHORT BRIEFS AND VERY BRIEF HALTERS let you cash in on the fact that fans would rather pay to watch your overdeveloped cheerleaders than your overpaid athletes. Stock up on these virtually invisible costumes to join other team owners who have successfully replaced $500,000-a-year quarterbacks with $50-a-game pom-pom twirlers.

10092—½ PRICE COSTUMES FOR HALF-DRESSED GIRLS $12.75 ea.
(Specify Size: Extra Small Or Extra-Extra Small)

Nothing to see here!

Please skip ahead.

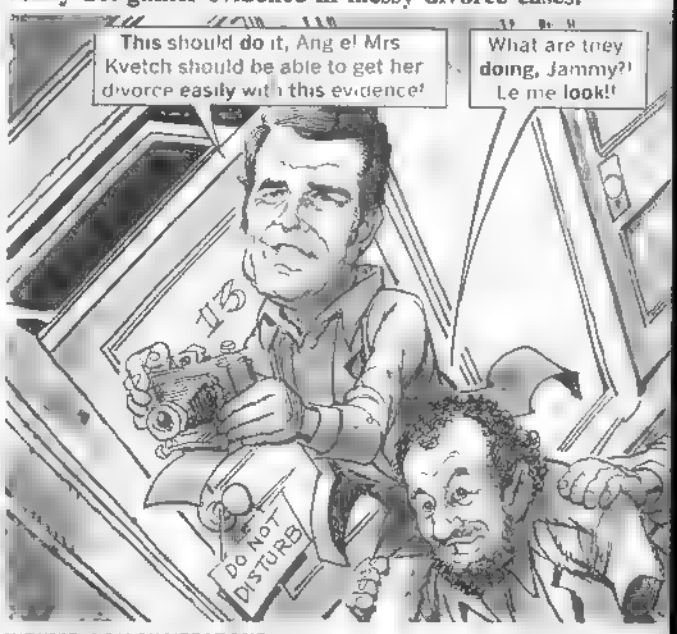


STUFF WE DON'T GET TO SEE ON THE TUBE

A football player sitting on the bench during a game who's so engrossed in the action that he doesn't smile and give us the "We're Number One!" sign when the TV camera focuses on him.

ARTIST: JACK DAVIS

A private eye who isn't involved in murder, smuggling, etc., but only does what private detectives really do: gather evidence in messy divorce cases.


This should do it, Angel! Mrs Kvetch should be able to get her divorce easily with this evidence!
What are they doing, Jammy?! Le me look!!
DO NOT DISTURB

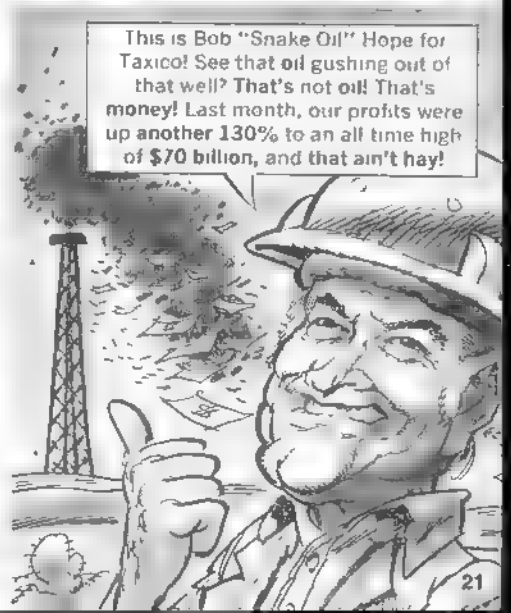
WRITER: LOU SILVERSTONE

A talk show host who actually read the book by the author he is interviewing.

A diaper commercial that indicates babies do something else besides wet.

My baby stays comfortable in Panders because they're more absorbant – and keep him—uh dnier! Unfortunately, they don't absorb the smell of ulp!

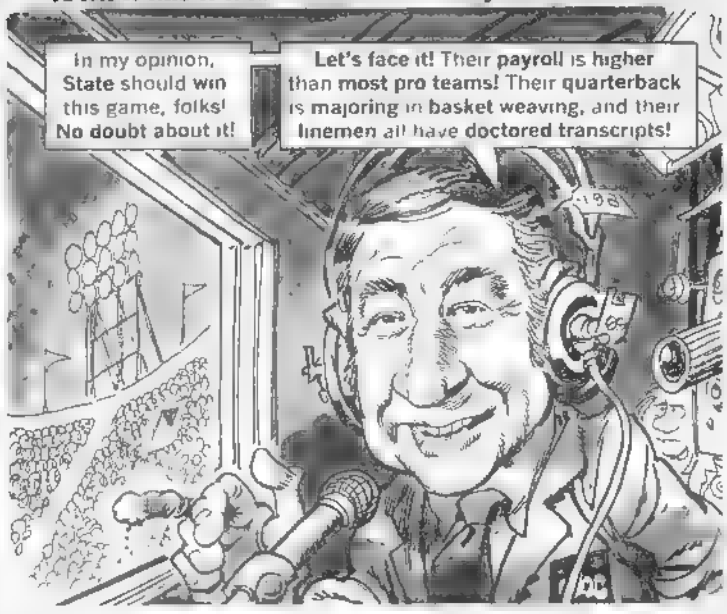
An oil company commercial that brags about how much money they're making.


This is Bob "Snake Oil" Hope for Taxico! See that oil gushing out of that well? That's not oil! That's money! Last month, our profits were up another 130% to an all time high of $70 billion, and that ain't hay!

A hooker who hasn't got a heart of gold.

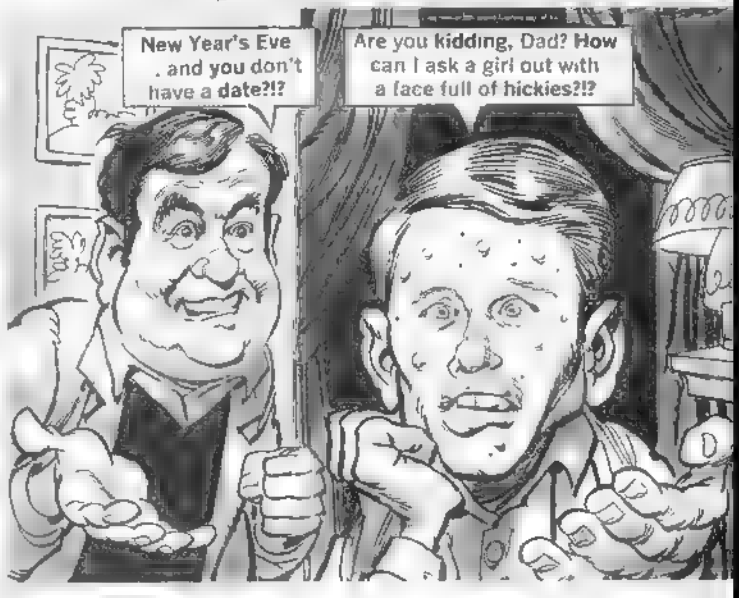
It's Rockhead's birthday, Rita, and I'm a little short! C'mon
Forget it, Man!! No freebies, okay? Twenny fi' bucks or you can get lost!
BAR
BUS STOP

A tell-it-like-it-is Announcer who really tells it like it is.

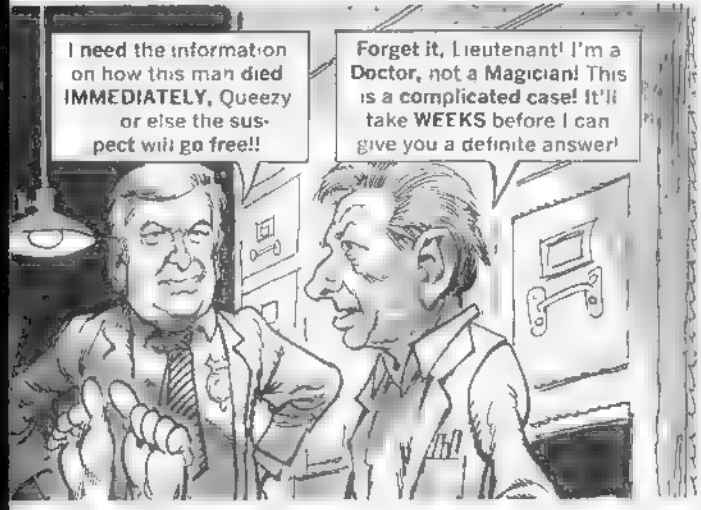

In my opinion, State should win this game, folks! No doubt about it!
Let's face it! Their payroll is higher than most pro teams! Their quarterback is majoring in basket weaving, and their linemen all have doctored transcripts!

A National Geographic Special that shows topless white ladies.

A teenager whose face is covered with acne.

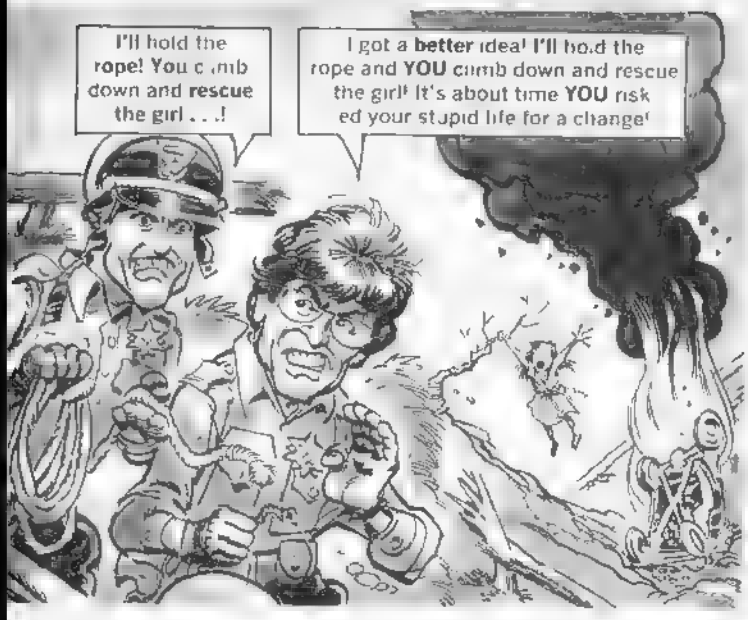


A perplexing problem that can't be solved in an hour.


I need the information on how this man died IMMEDIATELY, Queezy or else the suspect will go free!!
Forget it, Lieutenant! I'm a Doctor, not a Magician! This is a complicated case! It'll take WEEKS before I can give you a definite answer!

A Lady Cop who doesn't resemble "Miss Universe."

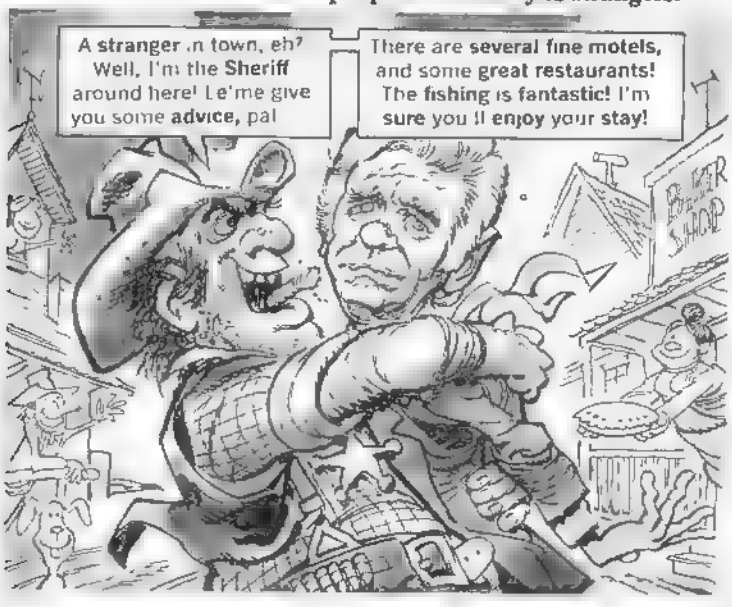
Two cops who are partners but don't like each other.


I'll hold the rope! You climb down and rescue the girl . . .!
I got a better idea! I'll hold the rope and YOU climb down and rescue the girl! It's about time YOU risked your stupid life for a change!

A really stupid animal of some kind in a TV series.

Bear, go back to the truck and get me a rope! Tie it to that tree!!
No, you stupid ape! I don't WANT a banana! I want a ROPE!! HALP!!
Bear!! Go get me a rope!
QUICK SAND

A small town where the people are friendly to strangers.


A stranger in town, eh? Well, I'm the Sheriff around here! Le'me give you some advice, pal
There are several fine motels, and some great restaurants! The fishing is fantastic! I'm sure you'll enjoy your stay!
BARBER SHOP

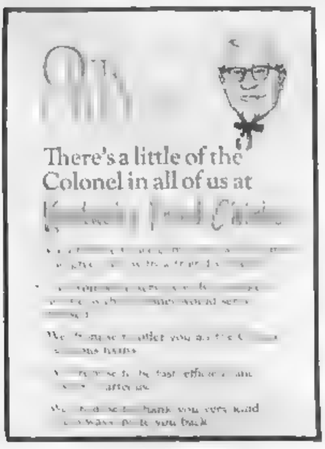
A preacher who doesn't ask for contributions

and as for you kind-hearted viewers out there please! Don't send us any money!!
I'm sure there are plenty of needy people in your own home towns who could use your help! Good night . . . and God bless you all!

A doctor who insists upon getting paid.

A press conference where a politician answers a question directly.

OVER 12 BILLION FOOLED DEPT.



How many retail stores and fast "Pledge" to its customers is not that kind of question!) At with the promise to "welcome y there often and from our expe Creed are the employees. If a s

A PLEDGE CAN REA

OUR P

TO YOU THE

☞ You will be greeted with a g

☞ We will serve you promptly, nasty to say about the custo

☞ We will get three or four c

☞ We will pack your order wi

☞ We will pack the hot foods so the hot foods will be cold,

☞ When it comes to those litt etc., we will give you none . which case we will give you

☞ We promise to put the napkin so when you get to your tab

☞ We promise to put all the so and all the hard, heavy stuf

☞ We promise to ring up and cha even if we forget to put some

☞ We will smile and shrug when

☞ We promise to supply crowde brights lights . . . so the "fas be your desire to eat quickl

t food restaurants have you been in where the establishments' proudly displayed on its walls? (Don't bother to answer, it's Kentucky Fried Chicken, for example, their Creed starts off ou with a smile and greet you with a friendly Hello." We eat erience it's evident that the only people who don't read the store wants to post a "Pledge," we suggest it comes up with:

E THAT EMPLOYEES ALLY LIVE UP TO

WRITER: DICK DE BARTOLO

LEDGE
E CUSTOMER

grunt, a nod, or at least a "Yeah?"

providing we don't have anything omer who has just been waited on.

of the six items you order correct.

ith three times the bags necessary.

directly on top of the cold drinks—
, and the cold drinks will be warm.

le packets of salt, pepper, catsup,
. . unless you ask for them . . . in
ten times the amount you can use.

ns we give you on top of your drinks
le, they'll be soaked and unusable.

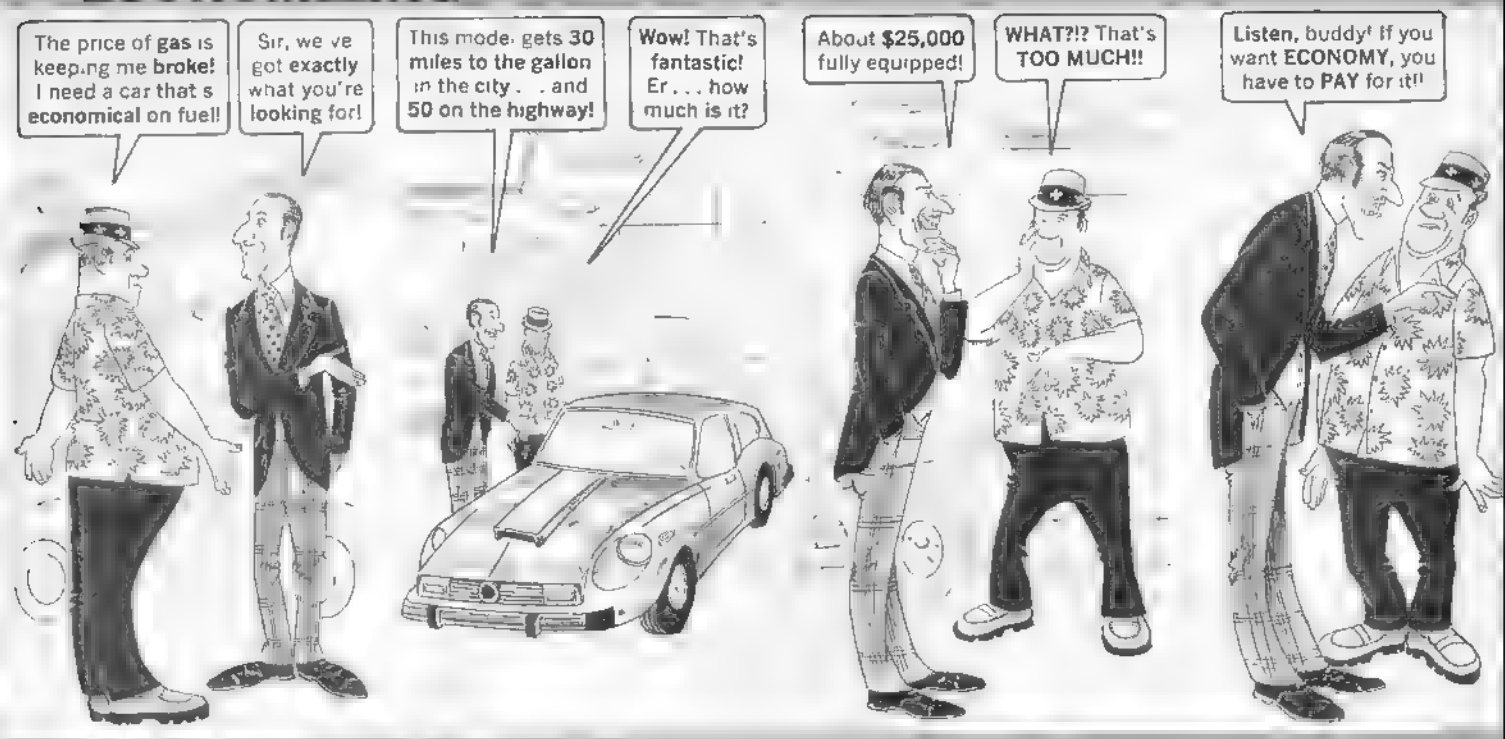
oft stuff on the bottom of your bag
f on the top, for obvious reasons.

arge you for every item you ordered,
e of them into your take-away bag.

n we give you the incorrect change.

ed tables, hard chairs and intensely
test" part of your experience will
ly, and get the heck out of here.

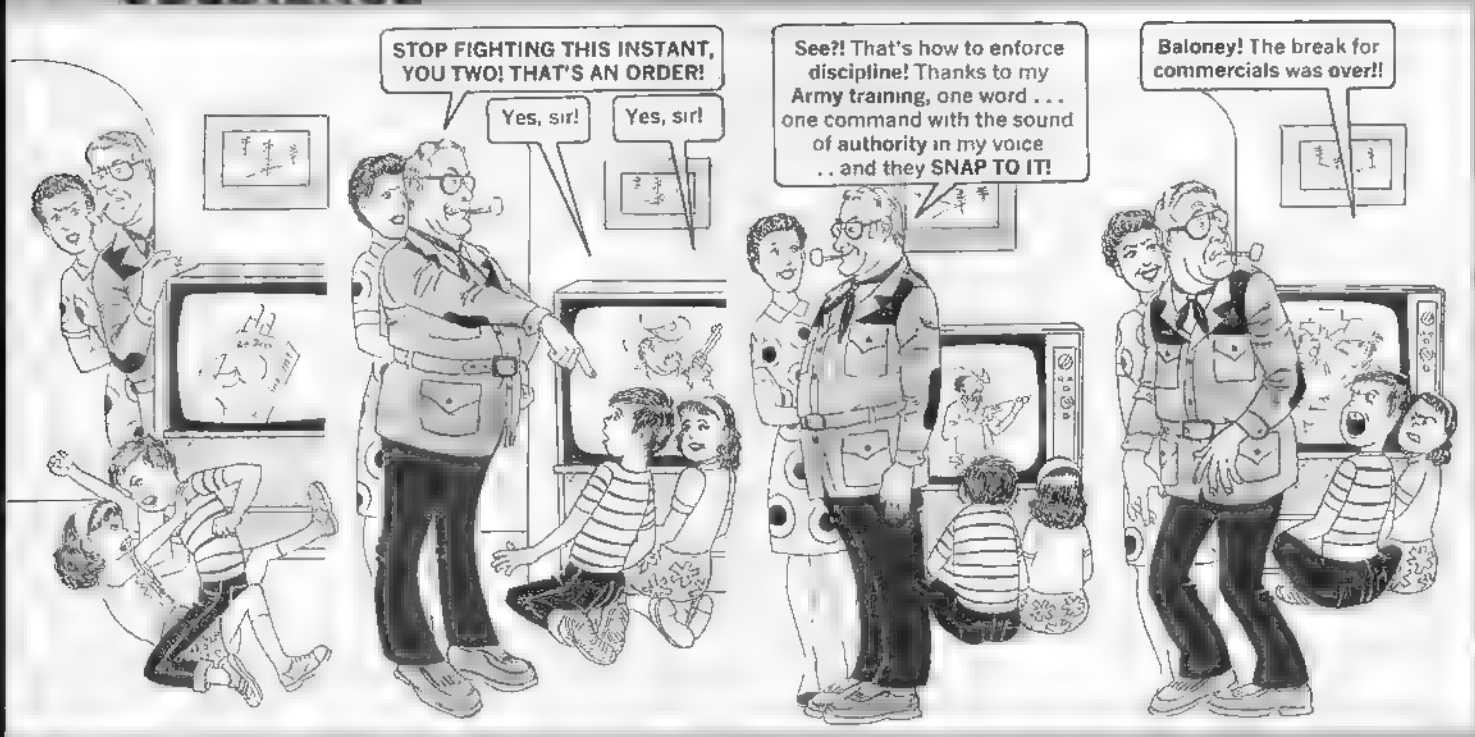
ECONOMIZING


The price of gas is keeping me broke! I need a car that s economical on fuel!
Sir, we ve got exactly what you're looking for!
This model gets 30 miles to the gallon in the city . . and 50 on the highway!
Wow! That's fantastic! Er . . . how much is it?
About $25,000 fully equipped!
WHAT?!? That's TOO MUCH!!
Listen, buddy! If you want ECONOMY, you have to PAY for it!!

BERG's-EYE VIEW DEPT.

THE LIGHTE

OBEDIENCE


STOP FIGHTING THIS INSTANT, YOU TWO! THAT'S AN ORDER!
Yes, sir!
Yes, sir!
See?! That's how to enforce discipline! Thanks to my Army training, one word . . . one command with the sound of authority in my voice . . and they SNAP TO IT!
Baloney! The break for commercials was over!!

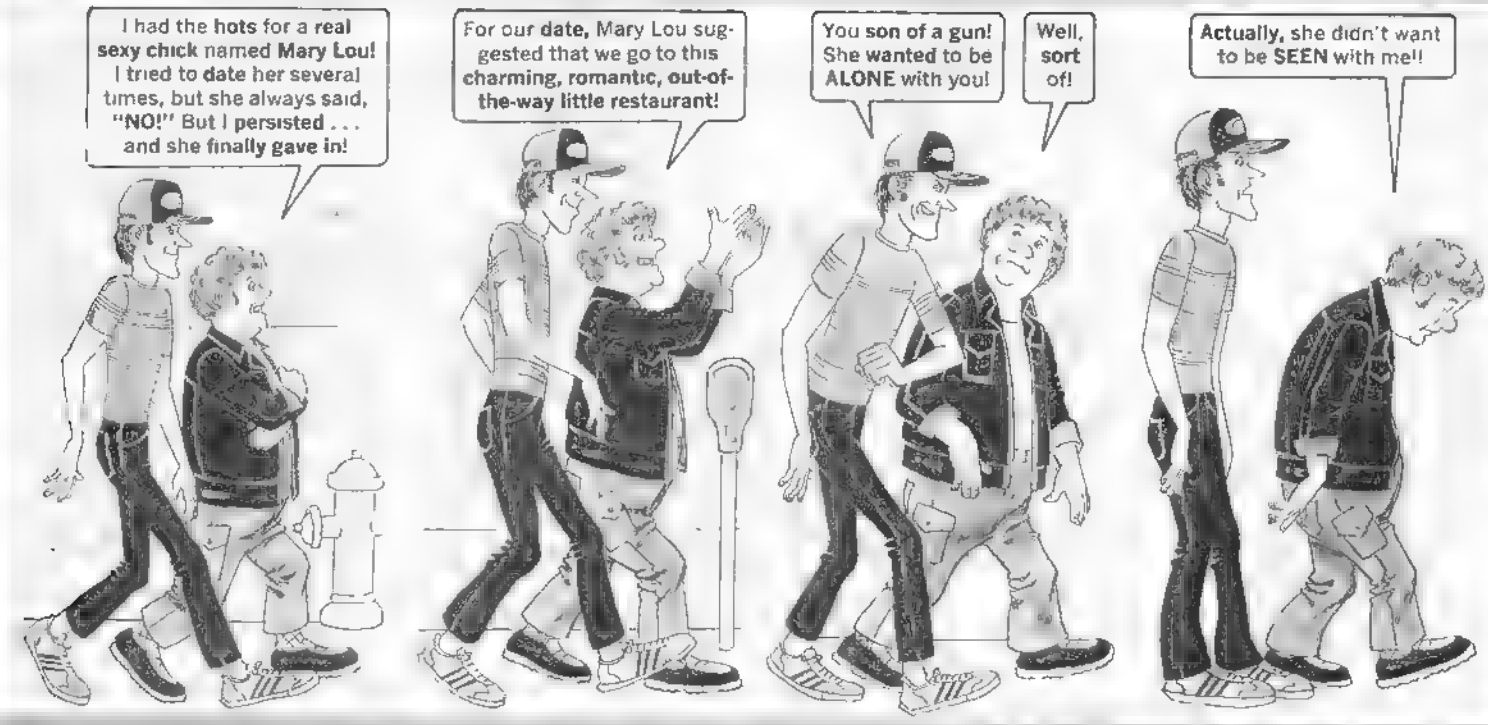
COMMUNICATION

These battery-powered earphone radios are a marvelous invention!!
Right now, I'm listening to a call-in talk show! It's most interesting and informative!
Programs like this prove that the "Art of Conversation" is not really dead!
I'm so glad to know that!
There's no use trying to talk to me! I can't hear a word you're saying!

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

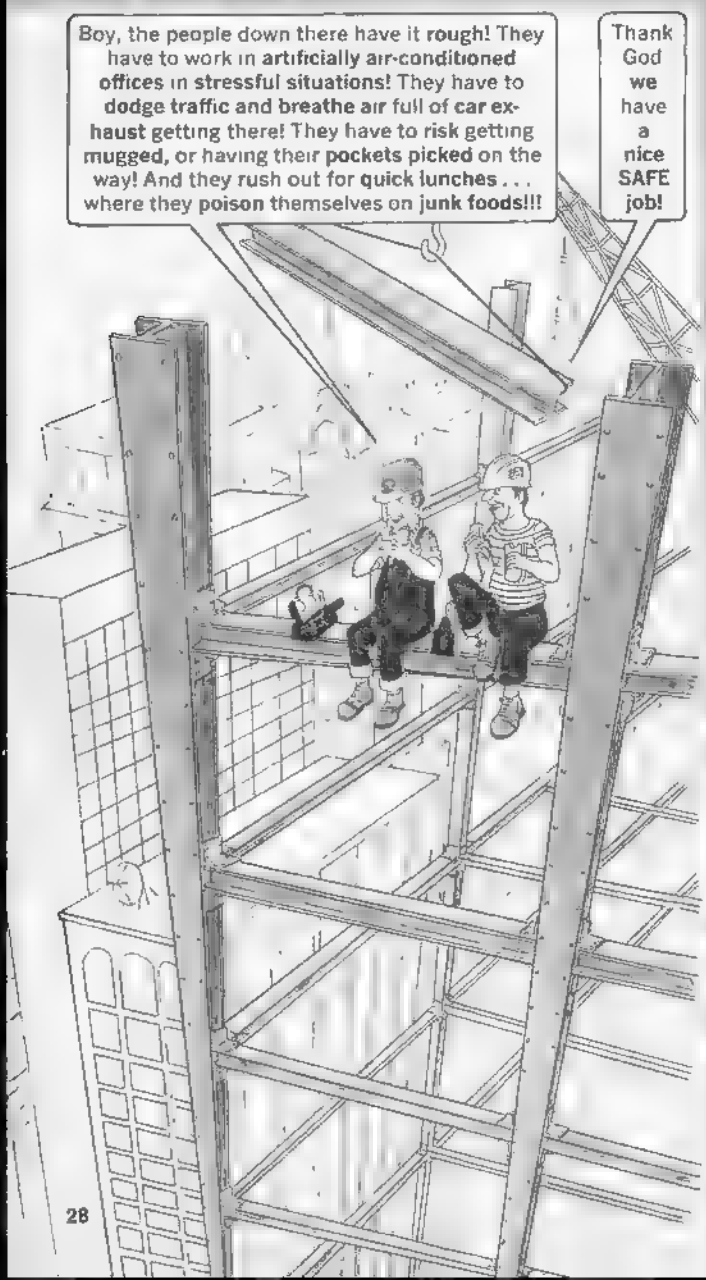
LOVE


I had the hots for a real sexy chick named Mary Lou! I tried to date her several times, but she always said, "NO!" But I persisted . . . and she finally gave in!
For our date, Mary Lou suggested that we go to this charming, romantic, out-of-the-way little restaurant!
You son of a gun! She wanted to be ALONE with you!
Well, sort of!
Actually, she didn't want to be SEEN with me!!

FINANCES

What are you doing?
Don't bother me now! I'm going over my checkbook to see if it matches up with the bank statement!
And I'll bet you're overdrawn as usual!
Don't be so sure!
Hah! Okay, wise guy! This time my checkbook balances . . . right to the penny!!
Really . . . ?!?
. Just as soon as I depos t another $152.26!

WORKING


Boy, the people down there have it rough! They have to work in artificially air-conditioned offices in stressful situations! They have to dodge traffic and breathe air full of car exhaust getting there! They have to risk getting mugged, or having their pockets picked on the way! And they rush out for quick lunches . . . where they poison themselves on junk foods!!!
Thank God we have a nice SAFE job!

VACATIONS

Where would you like to go on our vacation this year?
I haven't the slightest idea!
The McGillas said Hawaii was nice!
Okay, if that's what you want!

COOKING

ACTIVISTS

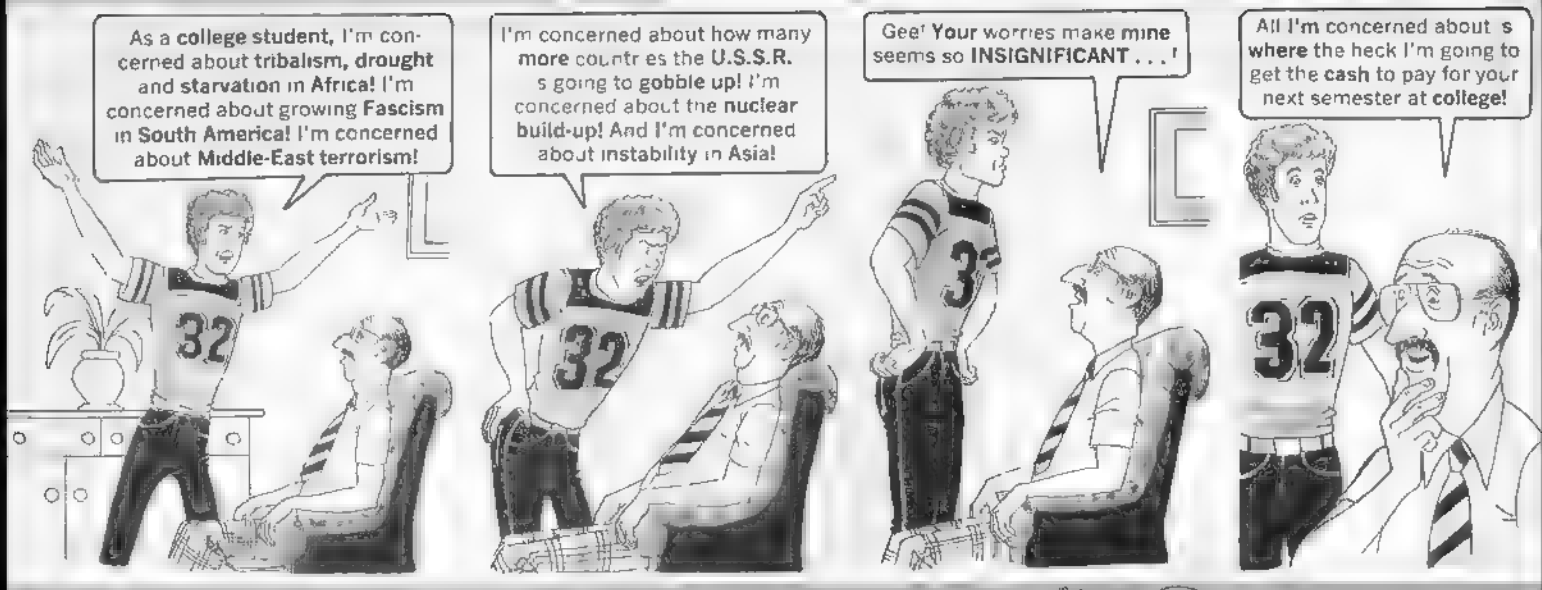
So you're going to another of your DEMONSTRATIONS! Do you have everything you need . . .?
I think so! Let me see .
I've got a six pack of beer, a sandwich, a couple of joints, my protest sign . . .
NUTS TO NUKES!
. . . pamphlets, a bull horn, my hard hat, and a baseball bat! I guess that's about it!
How about BAIL MONEY?!?
NUTS TO NUKES!

Then again, Gladys and Roger Kaputnik liked Scandinavia
Fine with me!
But the Krudskys loved the Riviera!
Good! If that's what will make you happy, then I'll be happy!
And the Finks thought that Israel was interesting!
That's enough already! What is the matter with you . .
Haven't you got a mind of your OWN?!?

MARRIAGE

Mom and Dad . . . Joan and I have something to tell you! We're getting married!!
How lovely!
Congratulations!
Son, this means there will be some drastic changes in your life!
There sure will!
Now . . . you'll have to increase my allowance!

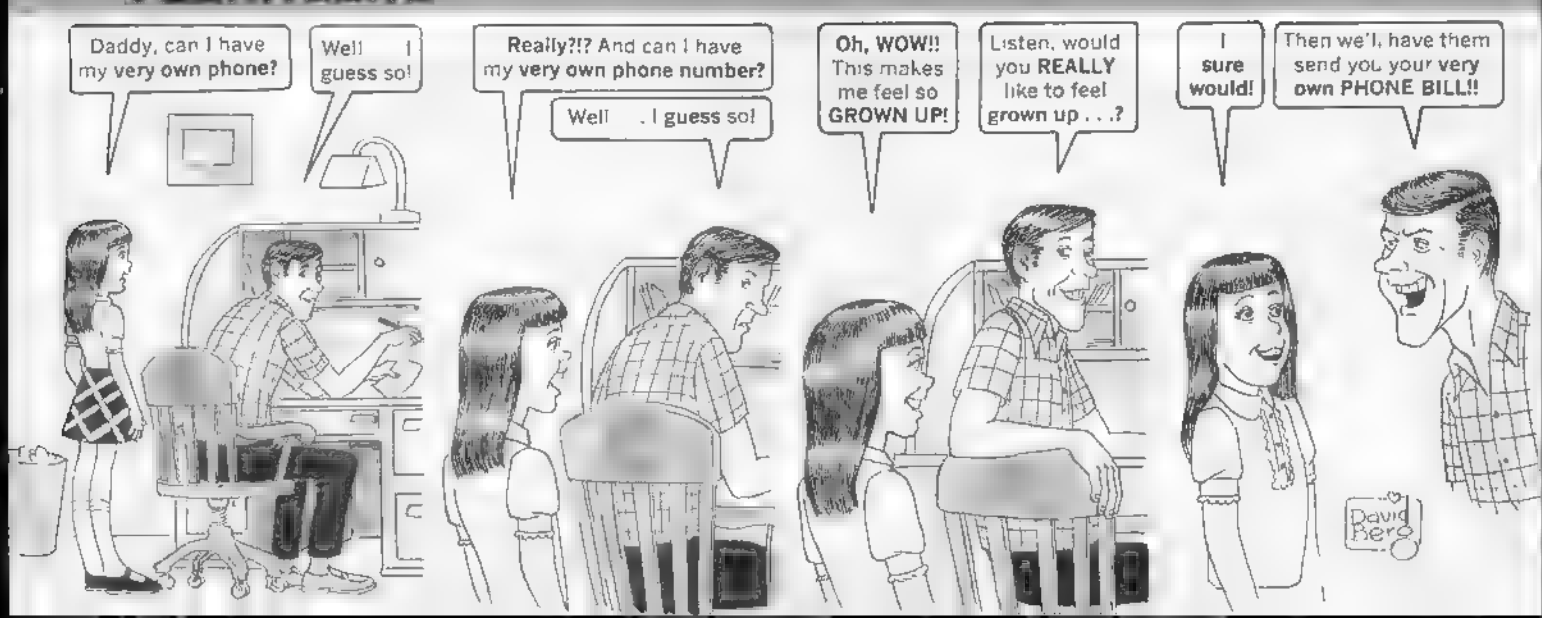
WORRIES

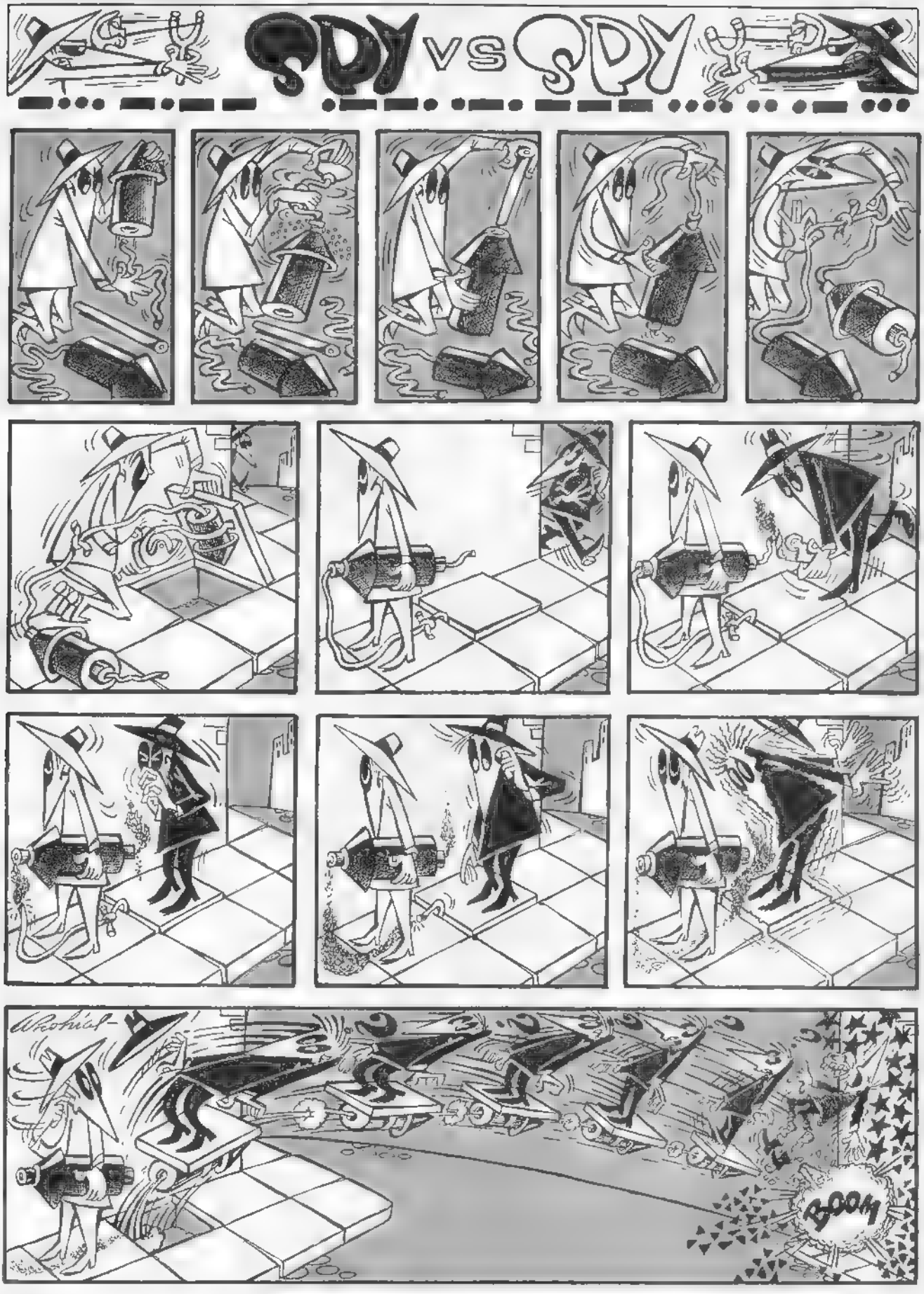

As a college student, I'm concerned about tribalism, drought and starvation in Africa! I'm concerned about growing Fascism in South America! I'm concerned about Middle-East terrorism!
I'm concerned about how many more countries the U.S.S.R. is going to gobble up! I'm concerned about the nuclear build-up! And I'm concerned about instability in Asia!
Gee! Your worries make mine seems so INSIGNIFICANT . . . !
All I'm concerned about is where the heck I'm going to get the cash to pay for your next semester at college!

THE OFFICE

RING
Grumplemeyer and Company! One moment, please!
Mr. Grumplemeyer . . . it's Mr. Hackenbush!
He said he'd HOLD while I asked you if you're IN!

TEENAGERS


Daddy, can I have my very own phone?
Well . . . I guess so!
Really?!? And can I have my very own phone number?
Well . . . I guess so!
Oh, WOW!! This makes me feel so GROWN UP!
Listen, would you REALLY like to feel grown up . . . ?
I sure would!
Then we'll have them send you your very own PHONE BILL!!
David Berg

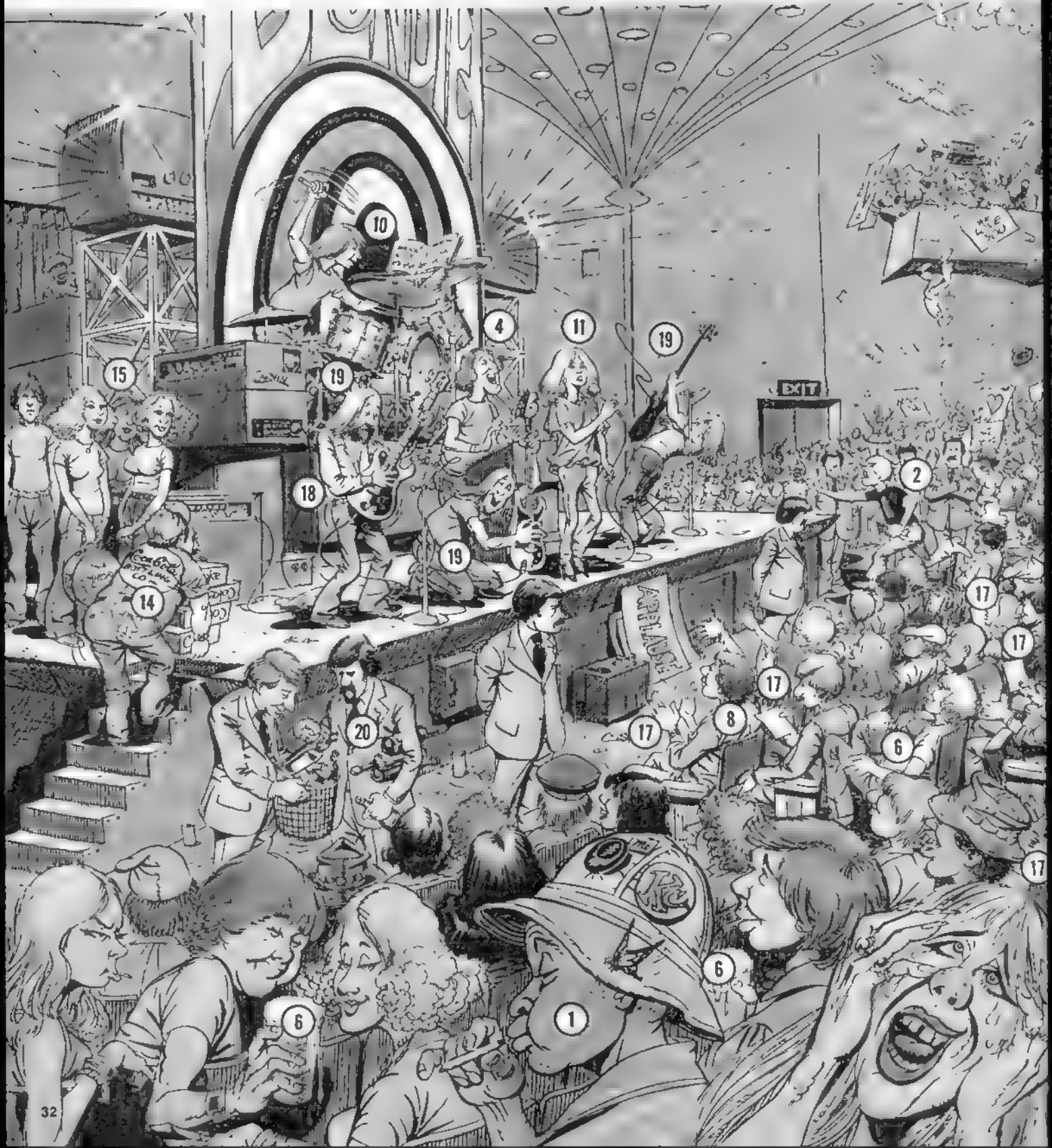

SPY vs SPY
BOOM

ERR APPARENT DEPT.

Recently, we asked one of our idiot artists to do a drawing of a Rock Concert. Unfortunately, he didn't do a very good

HOW MANY MISTAKES CAN

ARTIST GEORGE WOODBRIDGE



job. In fact, he made a lot of mistakes . . . 20 in all! And now, it's up to you to find them. Which is why we're asking:

YOU FIND IN THIS PICTURE?

WRITER: CHRIS HART

ANSWERS

1. The audience is smoking cigarettes with tobacco in them.
2. The fan running up to the stage is not being beaten up by the Security Guards.
3. The man with the plaid suit, black shoes and white socks is not an undercover narcotics agent.
4. The musicians are playing their final number, and they're not destroying a single instrument on stage.
5. The man is eating his French fries, rather than throwing them.
6. The beer isn't flat.
7. The tough dudes are relinquishing seats that don't belong to them.
8. The person in the first row got his ticket legally, without paying triple to a scalper.
9. The usher understands the seating arrangement of the concert hall.
10. The drummer is reading the sheet music.
11. The lead singer's hair has been washed and combed.
12. There are no misspellings on the banner.
13. The girls are dancing in the aisle so they won't obstruct the view of the people behind them.
14. This is the "Coke" that the band ordered for after the show.
15. The roadies are not wearing T-shirts with beer advertisements on them.
16. The guy is leaving the concert early because he has to get up for school the next morning.
17. The promoters have generously provided free programs to each of the $15-per-ticket customers.
18. The guitarist tuned his guitar before appearing on stage.
19. The band is playing overtime because the concert started late.
20. The guards are actually throwing away the liquor they confiscated.

BALLOONY TUNES DEPT.

If you could read people's minds, you'd probably be surprised to find out that what you think other folks are thinking is really not what they're thinking at all. Which is exactly what this article is all about ... namely, samples of ...

THOUGH

FOR ASSORTED REA

IN A HOSPITAL OPERATING ROOM

There's nothing to worry about, Mr. Culpepper! You're in the trained hands of an experienced surgical team . . . !
WEST FARQUAHR COUNTRY CLUB
Green Course Par 72
DISCO
NON-STOP MUSIC TILL 4 A.M.!
EXPERIENCE THE AWESOME POWER OF THE '81 OCELOT
Feel the fury of its turbo engine as you achieve the ultimate in highway performance. See your local Ocelot dealer today and find out for yourself why the Ocelot is the car of the year the decade the century
CRESTVIEW HOSPITAL
For Services Rendered
Hosp. Rm @ $183 per day $1 793.00
X-Rays 375.00
Blood Chemistries 125.00
Enema 75.00
Aspirins(10) 10.00
Consultation 650.00
Anesthesia 425.00
Tests 200.00
Operating Room 250.00
Typing Out Of Bill 190.00
Due and Payable Upon Receipt $4,093.00

ARTIST: HARRY NORTH

IN A COURTROOM

Ladies and gentlemen of the jury, I thank you for your keen interest in this most serious case! A man's life is in your hands, and I am confident that you will consider all the evidence carefully, and arrive at a just and fair verdict!
JOE 19 37 45 51 70 95
SID 20 38 46 54 82 108
CREATURES OF LUST
RATED X
BOX OFFICE
HARRY'S TAVERN
HAPPY HOUR 4 to 6 P.M.
CLERK OF THE CRIMINAL COURT
Enclosed is your check in payment for serving as a juror in the Criminal Court.
BRUCE'S BEAUTY SALON
DO NOT DISTURB

IT PATTERNS

L-LIFE EVERY-DAY SITUATIONS

IN AN ADVERTISING AGENCY

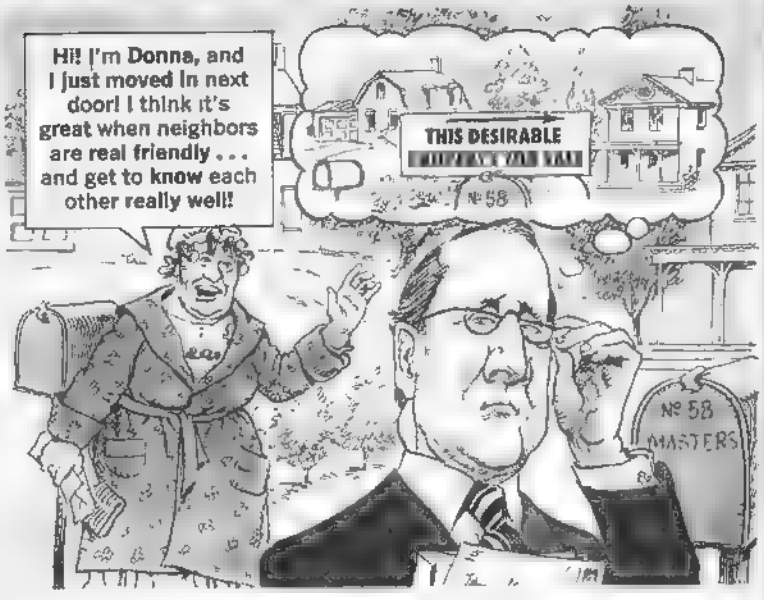
Although we've lost our biggest account, there's no cause for alarm! This Agency will always provide for its employees, because I believe that faithful service should be rewarded, in bad times as well as good . . . !
CLASSIFIED
POSITIONS WANTED
ART DIRECTOR
15 years experience in top agency, desires similar position. Or failing that, anything that might happen to be available. Will not rule out mailroom. Box 22—Times or 555 9680. Call soon, while phone still in service.
POTRZEBIE NATIONAL BANK
Sir:
Your request for a second mortgage on your house has been received. Our mortgage officer is presently reviewing your financial statement and, if satisfactory, will
GONIFF & SCHEISTER
Attorneys-At-Law
Dear Sir:
We have been instructed by our client to remind you that you are presently six months behind in your alimony payments, and we will soon be compelled to take legal action, including a
PETITION FOR PERSONAL BANKRUPTCY
JOBS
CANCERS
IRS

WRITER: FRANK JACOBS

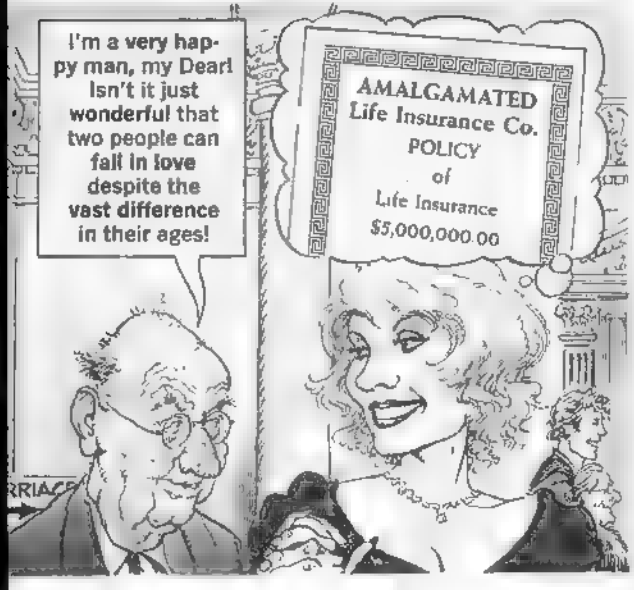
IN BUSINESS

Congratulations, partner! The firm of Beazley, Snurd & Company has had another profitable year! And the future looks even brighter! What a team we are, Snurd! What a successful team . . . !
SNURD & COMPANY
B+S CARPATHIAN WINE OFFER $2.48

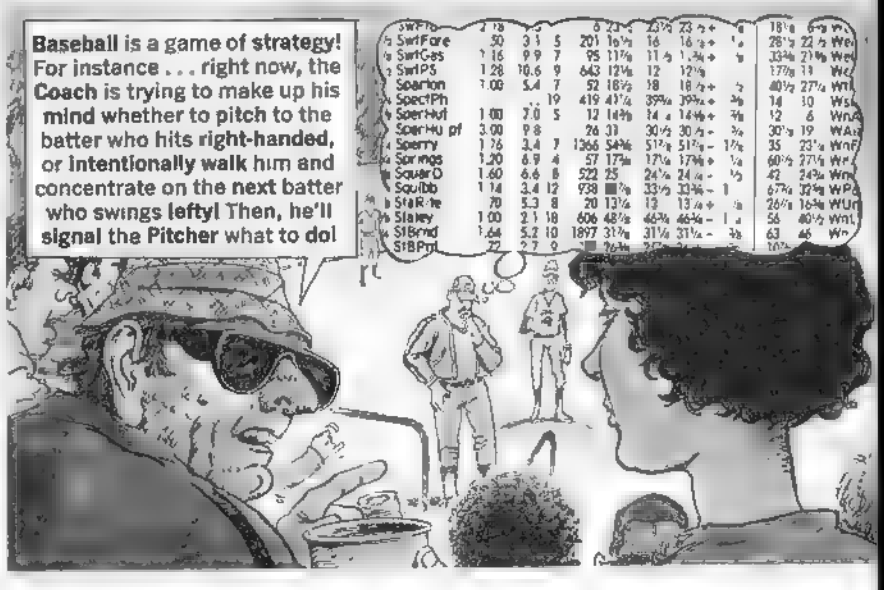
IN A SUBURBAN NEIGHBORHOOD


Hi! I'm Donna, and I just moved in next door! I think it's great when neighbors are real friendly . . . and get to know each other really well!
THIS DESIRABLE
№ 58
№ 58 MASTERS

IN ROMANCE


I'm a very happy man, my Dear! Isn't it just wonderful that two people can fall in love despite the vast difference in their ages!
AMALGAMATED Life Insurance Co.
POLICY
of
Life Insurance
$5,000,000.00

IN SPORTS


Baseball is a game of strategy! For instance . . . right now, the Coach is trying to make up his mind whether to pitch to the batter who hits right-handed, or intentionally walk him and concentrate on the next batter who swings leftyl Then, he'll signal the Pitcher what to do!

IN CHURCH

. . . and may each of us put aside all matters of selfish, worldly considerations, and look to the Lord for purity of the soul and glorification of the human spirit! Let us pray . . .
1981 PROFITS
Jan Feb Mar Apr May Jun Jly Aug Sep Oct Nov Dec
EVERY COAT REDUCED!
High-Fashion
FURS
at a Low, Low Price!
Don't miss this opportunity to own the most luxurious mink or sable coat! NOW ON SALE!
VALLEY ELEMENTARY SCHOOL
Report Card
Tommy Smithers
SUBJECT | EXCELLENT | GOOD | FAIR | FAIL
Arithmetic | | | X |
Reading | | | | X
Social Studies | | | | X
Science | | | X |
Department | | | | X
LIBRIUM MEDICAL LABORATORIES
RESULTS OF PREGNANCY TEST
Positive ☐ Negative ☒

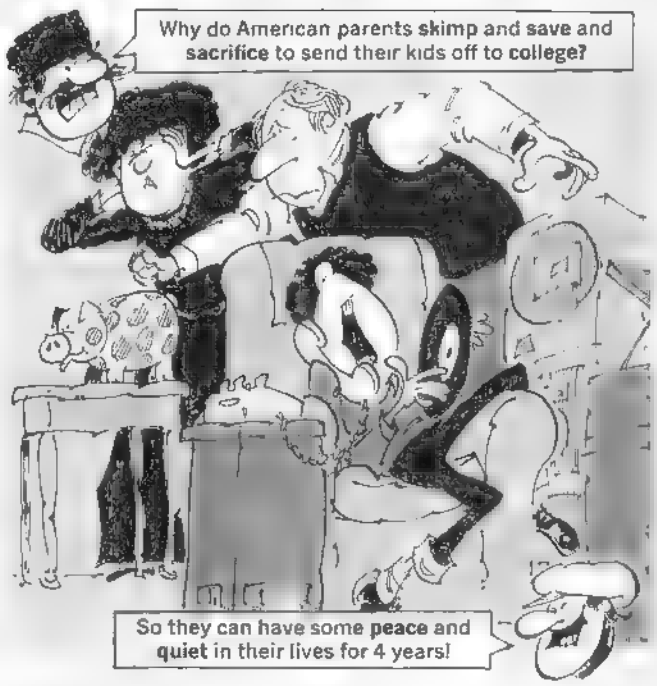
THE JOKES ON U.S. DEPT.

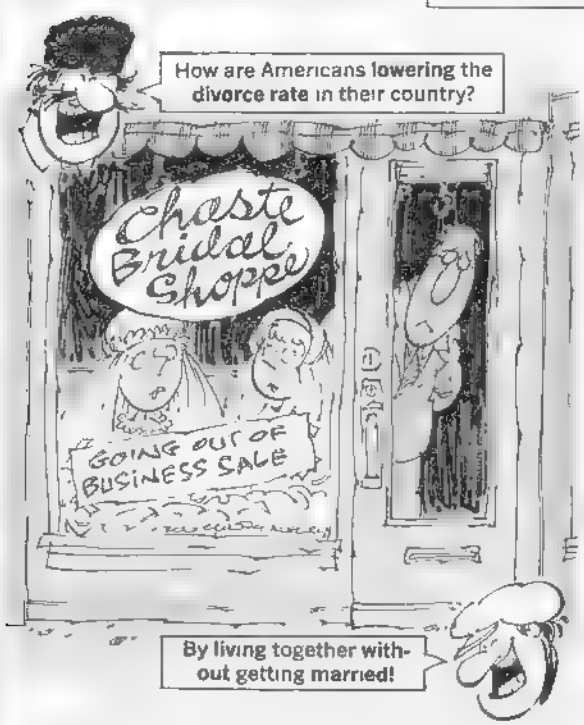
A couple of issues back, we showed how those "Polish Jokes" you've been breaking up over (. . . the kind that show how stupid Poles are supposed to be!) can't even compare to those "American Jokes" they're telling in Poland (. . . the kind that show how stupid us Americans are!) Well, it seems that those "Polish Jokes" are still around here in America, so . . . in the interest of fair play . . . here are . . .

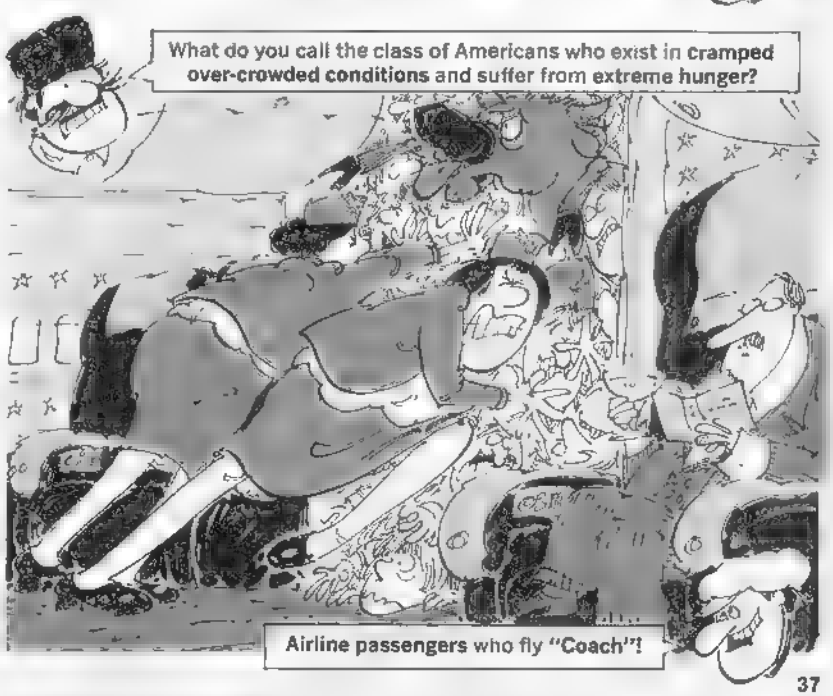
STILL MORE "AMERICAN JOKES THEY'RE TELLING IN POLAND

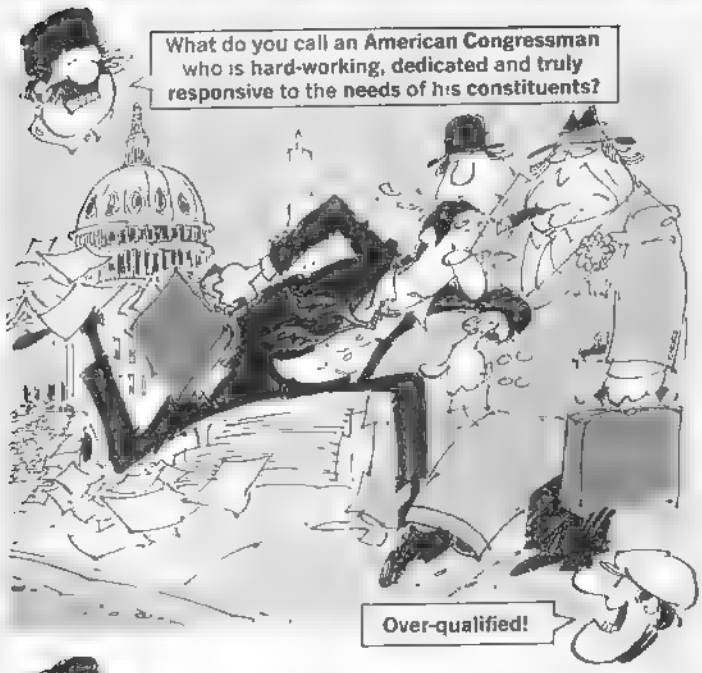
ARTIST: PAUL COKER WRITER: FRANK JACOBS

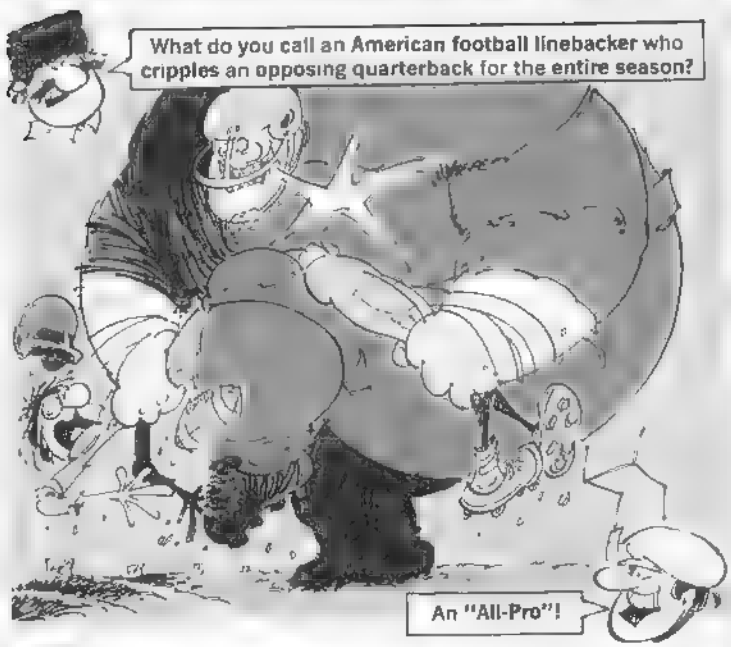
What do you call an executive of an American industrial corporation who takes a firm stand against pollution?
SERVILE HELP WANTED
Unemployed!

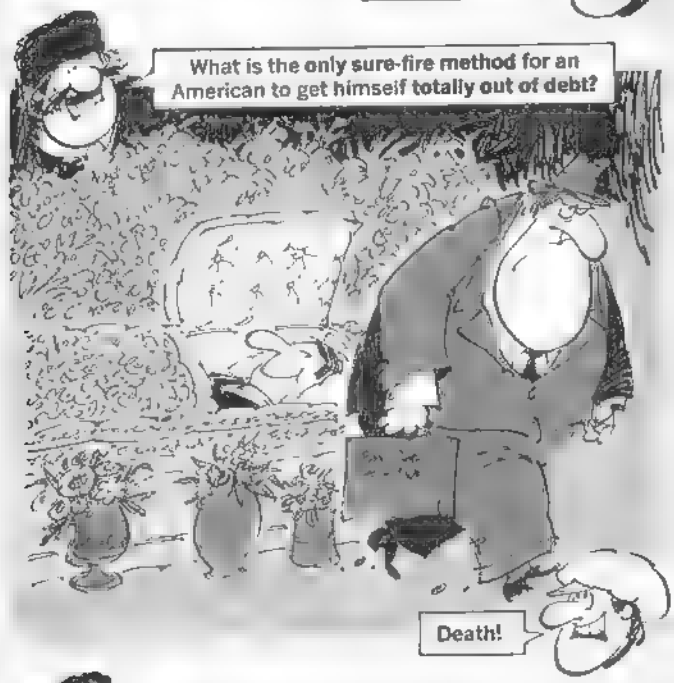

Why do American parents skimp and save and sacrifice to send their kids off to college?
So they can have some peace and quiet in their lives for 4 years!

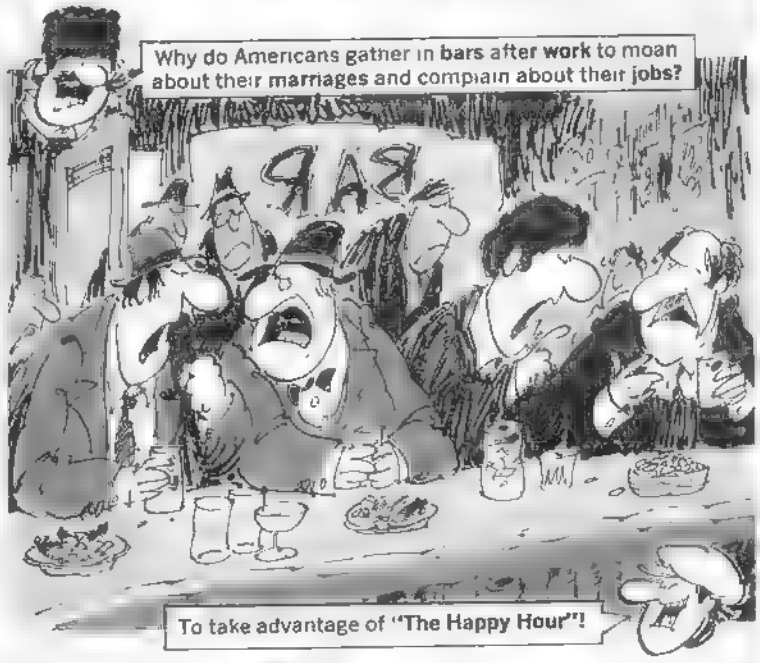

How are Americans lowering the divorce rate in their country?
Chaste Bridal Shoppe
GOING OUT OF BUSINESS SALE
By living together without getting married!

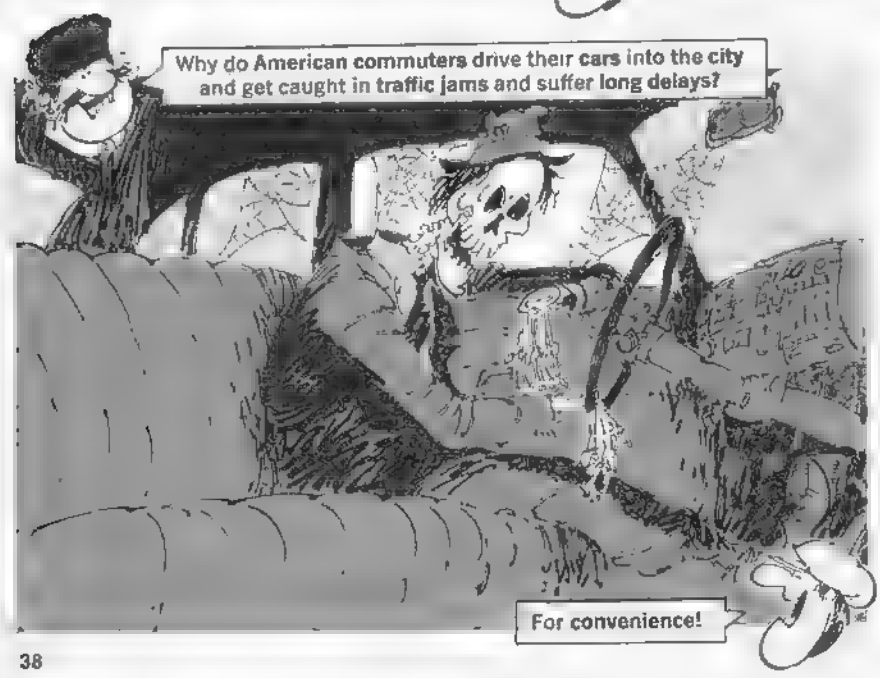

What do you call the class of Americans who exist in cramped over-crowded conditions and suffer from extreme hunger?
Airline passengers who fly "Coach"!

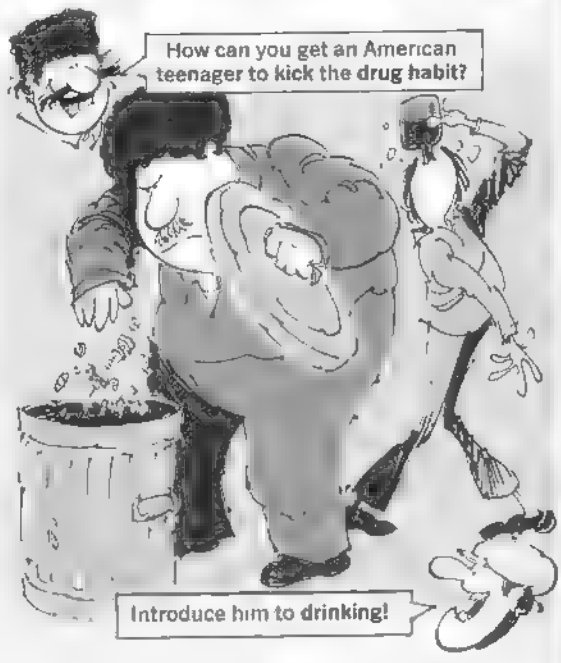

What do you call an American Congressman who is hard-working, dedicated and truly responsive to the needs of his constituents?
Over-qualified!


What do you call an American football linebacker who cripples an opposing quarterback for the entire season?
An "All-Pro"!

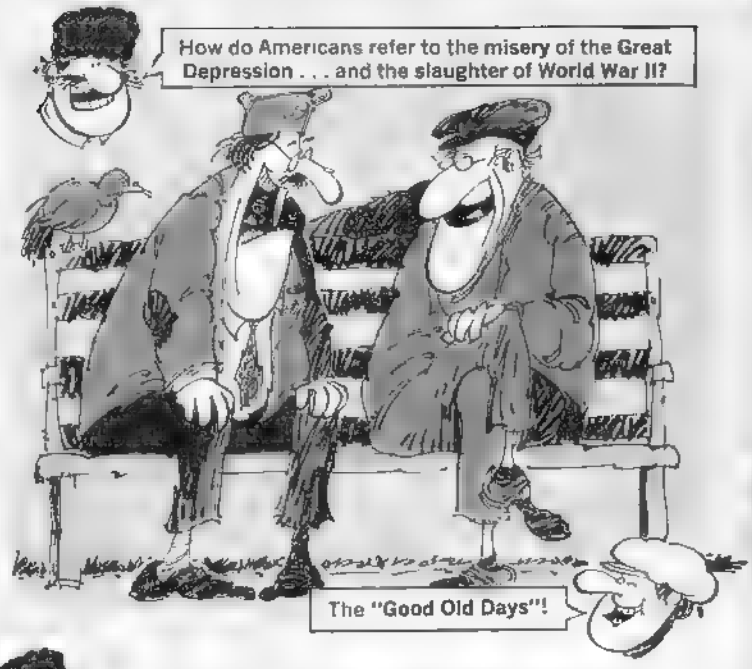

What is the only sure-fire method for an American to get himself totally out of debt?
Death!

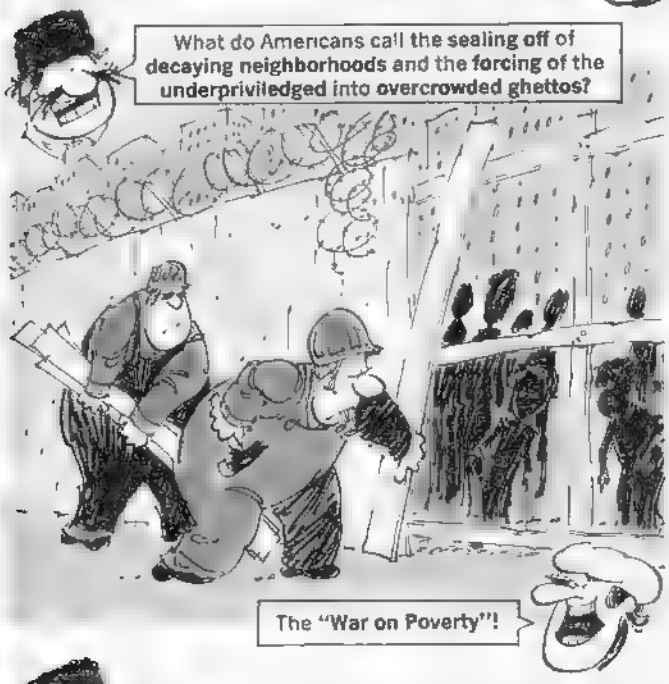

Why do Americans gather in bars after work to moan about their marriages and complain about their jobs?
To take advantage of "The Happy Hour"!


Why do American commuters drive their cars into the city and get caught in traffic jams and suffer long delays?
For convenience!


How can you get an American teenager to kick the drug habit?
Introduce him to drinking!

What do you call an American who puts in a full hard day's work, doesn't pad his expense account, and is scrupulously honest with his income taxes?
OUT
IN
A fictional character!


How do Americans refer to the misery of the Great Depression . . . and the slaughter of World War II?
The "Good Old Days"!


What do Americans call the sealing off of decaying neighborhoods and the forcing of the underprivileged into overcrowded ghettos?
The "War on Poverty"!

What do you call an American male who patronizes women and makes them look idiotic year after year?
A Fashion Designer!

What do you call an American with a Medical Plan that will cover $100 a day in hospital expenses?
An optimist!

Do you know what will happen if we Polish workers succeed in our struggle to achieve wages and a living standard equal to Americans?
Yeah . . . these jokes will be on US!

TOURIST DISTRACTIONS DEPT.

All along U.S. highways, there are roadside plaques and historical markers that provide information to tourists about local phenomenon. Most motorists

ROADSIDE

...THAT WE NE
AROUND TO F

ARTIST: JACK RICKARD WRITER FRANK JACOBS

RATTLER HILL

THIS HILL GETS ITS NAME FROM THE LARGE NUMBER OF RATTLESNAKES THAT ARE FOUND HERE. SINCE 1730, AN AVERAGE OF 92 PEOPLE A YEAR HAVE BEEN FATALLY BITTEN...

SAN DURANGO FAULT

YOU ARE STANDING AT THE MOST SEVERE STRESS POINT OF THE SAN DURANGO FAULT, SITE OF NUMEROUS EARTHQUAKES. OCCURRING WITH NO WARNING, QUAKES HERE OPEN UP HUGE CREVICES, WHICH SWALLOW ...

PAWADAKA RIVER

THE WATERS OF THE PAWADAKA, JUST BEYOND THIS MARKER, HAVE BEEN KNOWN TO RISE IN A MATTER OF SECONDS AND FLOOD THE IMMEDIATE AREA, WASHING AWAY HOUSES, TREES, LIVESTOCK, AUTOMOBILES AND ...

WEMBLEY'S GRAVE

IN 1872, OTTO WEMBLEY WAS HUNG AT THIS SITE BY VIGILANTES, JUST BEFORE HE DIED, HE VOWED THAT ANYONE SETTING FOOT NEAR HIS GRAVE WOULD BE CURSED AND SUFFER THE TORMENTS OF HORRIBLE...

BARNETT'S CURVE

NAMED FOR HORACE BARNETT, THE FIRST MOTORIST TO CRASH HERE, BARNETT'S CURVE HAS BEEN THE SITE OF MORE THAN 500 AUTO ACCIDENTS, WITH TERRIFIED DRIVERS SKIDDING OUT OF CONTROL AND RAMMING...

stop and read these plaques from beginning to end in the hope they'll learn something. Our experience, however, was different when we came across these

PLAQUES

VER WAITED INISH READING

IDEA BY: W. G. WILL

WHITE GRASS PARK

THE REMARKABLE WHITE COLOR OF THE GRASS HERE IS DUE TO THE THOUSANDS OF BIRDS ROOSTING IN THE TREES OVERHEAD, DAY AND NIGHT. THEIR DROPPINGS...

GUSTY POINT

THIS LEDGE LOOKS DOWN ON GUSTY CANYON, SO NAMED BECAUSE OF THE POWERFUL UPDRAFT, WHICH HAS BEEN KNOWN TO SUCK UP ANY OBJECT OR PERSON UNLUCKY ENOUGH TO...

TEETERING ROCK

ALTHOUGH THIS 400-TON BOULDER IS CONSIDERED A WONDER OF NATURE, SCIENTISTS BELIEVE IT WILL SOON TOPPLE, AS THE SLIGHTEST SOUND OR VIBRATION WOULD BE ENOUGH TO...

GIANT FOOTPRINT

AT THIS SITE IN 1958 WAS DISCOVERED THE FIRST MAMMOTH FOOTPRINT OF THE DETESTABLE SLEETMAN. THE DISCOVERY MAY HELP EXPLAIN THE 27 UNSOLVED STRANGLINGS THAT HAVE OCCURRED HERE, BAFFLING AUTHORITIES...

PLOTKIN'S PEAK

THIS MARKER AT THE FOOT OF PLOTKIN'S PEAK IS THE 11TH PLACED HERE SINCE 1975. THE PREVIOUS ONES WERE ALL BURIED BY AVALANCHES, SWEEPING DOWN SUDDENLY FROM THE MOUNTAIN...

KNIGHT OF THE LIVING DEAD DEPT.

Some night, when there's no football, basketball, hockey, baseball, soccer, quoits or hide-'n'-go seek on TV, you might be desperate enough to watch a new SitCom starring Ted Knight. You remember him, and how wonderful he was when he played the pompous newscaster, Ted Baxter, on the "Mary Tylor Moore Show"? Well, keep on remembering . . . and the fond memories might give you the strength to get through an entire episode of this idiotic catastrophe . . .

TOO GRO

Hey, how come Ted Knight is playing a Cartoonist in this new series?
He wanted to do something DIFFERENT from the old "Mary Tyler Moore Show"!
Well, he sure IS different! In the old "Mary Tyler Moore Show," he was FUNNY!!
The only reason this show stays on is because it comes right after a big hit like "Three's Company"!
I don't agree with that AT ALL!!
Oh, yeah? Do you know what would happen if you followed "The Marie Osmond Show"?
That show is off the air!!
Right! And that's where YOU'D FOLLOW it!
At least there's one dependable gimmick on this show! Every week, there's always a case of mistaken identity!

ARTIST: ANGELO TORRES

You look so WORRIED, Dear! What's the matter?
It's about my age! After all, I'm 51!
Now, now! Remember! You're only as old as you act!
Really? Then how old would you say I was?
Six or seven . . .!

Why doesn't Starer do something useful . . . like getting out of the house and getting a job?
She can't because she goes to school!
Oh? What is she studying?
To be another Suzanne Somers!

SS FOR COMFORT

No kidding . . .?
Yeah! It's listed in "TV Guide" as a "Comedy"!
What are you doing, walking into my apartment just like this?!?
Relax! People in SitComs always walk in and out of people's homes without knocking! It's a TRADITION!
But it could be terribly embarrassing! Suppose I was —uh—DOING something?!
Impossible! Nobody EVER does anything in a SitCom! THAT's a tradition!
I'm confused! Why does the guy who operates the Laugh Track Machine put in laughs when there's nothing funny happening?!
'Cause if he waited for something funny to happen before he put in laughs, this show would come off as a "Silent Movie"!
HA HEE HOHO
HA HEE HAW HO
HO HOHA HOHO HEE
HA HEE

WRITER. STAN HART

Well . . .? What's the plot of tonight's pointless episode?
The same as always, Dear! It's about how your Father gets the idea that you've lost your virginity . . .
. . . and at the last minute, realizes he made a mistake, and we all get together and laugh about it!
Right! It's kind of a dirty-minded "Brady Bunch"!
Who says they're not making SitComs like they used to?!!

I'm so excited! This Magazine Photographer wants to take pictures of me!
Oh?!? In the NUDE?
Oh, no! I'm sure he'll wear clothes when he takes them!

Maybe somebody important will see my picture and offer me a part in a movie . . .?
I will not permit a daughter of mine to get ahead by using her body!!
Why not? How far do you think she will get by using her brains?!?
Boo hoo! Boo hoo hoo!
What's that he's doing now?
That's one of his schticks! Whenever things get slow in the show, he cries!
If he does that every time things get slow, he'll DEHYDRATE himself to DEATH!
Hey! I heard some Magazine Photographer's going to take Starer's photo!
But NOT in the NUDE!!
I agree! In fact, I'll make SURE he keeps his clothes on!
Hm! He's just what we need to make our show even more unreal!!
Boy, compared to THIS show, "Gilligan's Island" was a DOCUMENTARY!
I really think Daddy is much too suspicious!
I get the feeling that he's always SPYING on us!!
What makes you say THAT?!?
Oh . . . just a feeling!!
The reason that your Father is so nervous is: he feels there are guys just WAITING out there for attractive young ladies like you!
That's ridiculous! Those guys he sees just waiting out there are waiting for OTHER GUYS!!
Huh?! What do you mean?!?
HIC
HIC
HIC

This is SAN FRANCISCO, Mom! The problem for girls here are the GAYS, not the guys!
501
It amazes me how you can do that, day after day!
You mean create cartoons with no effort . . .?
No, I mean create cartoons with no sense of humor!!
Why, you—you—you—you . . .
Why did he fall on his head like that??
That's another of his schticks! When things get dull on the show, he tries to liven them up by doing a PRATFALL!
Gosh! If he does THAT every time things get dull, he'll end up with brain damage!
Daddy . . .?! Daddy . . .?! Come on, Daddy! I know you're out there . . .!!
Well, I uh . . . I was just passing by, and—
Listen, Daddy, you've got to cool it!
Face facts! I'm GROWN UP now!! Although coming from a family that you're the head of, I'm not sure HOW!
I just want to make sure you don't do something you may regret at your age!
Last night, I did something I regret a lot at my age!!
What was that?
I slept alone!
How did the photography go, Starer . . .?
Great!! It turned out to be a nude session after all!
Weren't you embarrassed?
A little! I've never seen a grown man all undressed before!
Gee, don't you think all this talk about our sex lives gets a little stale after a while?!
Right!! And besides, who exactly are we supposed to be appealing to anyway?! I mean, in this day and age, how many teenage virgins ARE there?!?
Twelve! And they're all named "Osmond"!

Besides, the dirty talking we do each week can hardly be considered appropriate for a kiddie audience like ours!!
But this is an ADULT show!
Yeah? Name one grown-up who'd watch this show more than once!
My Agent tells me he watches it every week!
Agents LIE!
BASKET CASE
Doctor, I KNOW my request is a little out of the ordinary . . .
. . . but if you could DO it I'd be very grateful!
Can you imagine that?!? Some imbecile just asked if he could have his two teenage daughters spayed!
DOG KIBBLE
And what did you say . . . ?
I said, "I'm a VET!" And he said, "That's okay! My older one is a REAL DOG, and my younger one's a BIRD BRAIN!"
Before you were married, Mom . . . what kind of sex life did you have . . . ?
None! I vowed to save myself and wait until "Mr. Right" came along!
And SINCE you've been married?!?
I'm STILL WAITING!
Still wai— wai— wai— wai—
What's that he's doing now??
His "Stuttering" schtick!
I may be a dumbhead, but even I know an affliction isn't funny! What a weird sense of humor he has!!
Does he! He thinks "Telethons" should be listed in "TV Guide" as "Comedy-Variety" shows!
If Daddy's a successful Cartoonist, why does he also want to be our Landlord?!?
What's more, we're his ONLY TENANTS, and he gives us the money to pay the rent!
Obviously, his sense of ECONOMICS is almost as weird as his SENSE OF HUMOR!

TAP TAP TAP TAP TAP
JAZZ JAZZ JAZZ JAZZ
Hey! You know what THIS is?
No! What . . . ?
You forgot the plot of the show already, huh?! It's the magazine Starer is in!!
It's got a lot of shots of her in different exotic poses!!
Boo hoo!
Stutter, stutter!
And as soon as I can get out of this picture frame, am I going to do a pratfall!
What the . . . ?!?
SURPRISE, Daddy!!
KEEP YOUR NAILS SHARP...
NAIL Care
There's Starer . . with nothing on!!
Hah, hah, hah!!
HOW TO SHMEAR Your Nails
HANGNAILS ARE NO FUN!!
Maybe I should have told Daddy about the magazine spread! I never really wanted to embarrass him!
Are you kidding?! He's so insensitive, I doubt if he EVER experienced one single moment when he felt REAL SHAME!!
I remember he did . . . ONCE!!
Really?? When . . . ?
At the "Mary Tyler Moore Show Reunion Party," where he had to face his old nemesis, Murray, who's now the Captain of "The Love Boat," a top-rated show!
And his old Boss, Lou, who's won a few "Emmy's, and stars in his own top-rated show . . . "Lou Grant"!
And his old friend, Mary Tyler Moore, who's become one of filmdom's top-rated award-winning dramatic actresses!
REUNION
So . . . ? Why was he so ashamed?
They asked him what HE was doing these days, and he had to confess to our "Too Gross For Comfort"!
Oh, the poor, poor Dear!

ZODIACS MURDER DEPT.

YOUR MAD HOROSCOPE

TODAY'S BIRTHDAY: HAPPY BIRTHDAY

AIRES
March 21—April 19

Your moon is now in the House of Pancakes and is expected to remain there for some time—what with two waitresses calling in sick and a third vacationing in Aruba. The A.M. is a very good time to take advantage of fools. However, seek the advice of an expert before attempting surgery on yourself or someone you love.

TAURUS
April 20—May 20

Due to a slight imbalance in the tides, there is some confusion among the stars as to whether or not you really exist. This question will be quickly resolved just as soon as someone makes an attempt to pick up your laundry. Rash decisions could prove very harmful today, so exercise great caution when selecting a salve.

GEMINI TWINS
May 21—June 21

New movement in the stars suggest that you are not twins at all but rather clones! This may be why your mother's face is always razored out of the family portrait. The evening is an excellent time for you to get together with persons whose ideas are similar to your own unless, of course, you are a real moron.

MOON CHILDREN
June 22—July 22

Make detailed plans for social activities you may wish to engage in later in the day. Then, later in the day, make detailed plans for social activities you may wish to engage in tomorrow. Repeat this routine faithfully throughout the remainder of the calendar year and you can easily avoid any kind of real work.

LEO
July 23—August 22

What was believed to have been the main star guiding your life now appears to be nothing more than an enormous chunk of Skylab still floating around the atmosphere. This means that any advice you've ever read in this or any other horoscope has been way off base. We sincerely apologize for any inconveniences suffered.

VIRGO
August 23—September 22

Some foreign intrigue. A short man in France is now plotting to overthrow your mother and move in with your father. Making matters worse, the short man is a bureaucrat. Meanwhile, your impatience with the legal process continues to wear thin. Your new plan to set fire to the judge's robes, however, remains unsound.

LIBRA
September 23—October 23

The main star influencing your fate has moved—leaving behind a flock of unpaid utility bills, and no forwarding galaxy. Until such time as we at Horoscope Central can locate the missing star, you're on your own. Best of luck with what you can only be described as a very bleak and altogether loathsome situation.

SCORPIO
October 24—November 21

You can make many of your loved ones much brighter today by giving them a quick coat of semi-gloss, outdoor paint. Puttying-up the holes, however, would be ill-advised. A lifelong loyalty has not been misplaced — it has been stolen — along with all of your traveler's checks. Remain healthy, but take your sick days.

SAGITTARIUS
November 22-December 21

A disturbing day. The moon cries out to you: "Haste makes waste!" while the Big Dipper cries out: "If you listen to the moon, you are crazy! He who hesitates is lost!" This is terribly confusing, while at the same time terribly boring — not unlike Presidential election debates. Your best bet is to hoard raw meats.

CAPRICORN
December 22—January 19

Your cusp has broken into the House of Leo while Leo was on a gas line, and has made off with a portable T.V., an electric can opener and a still-undetermined amount of cash. It would be improper for you to contact the proper authorities and vice versa. Avoid legal clinics, firing squads and well-lit alleyways.

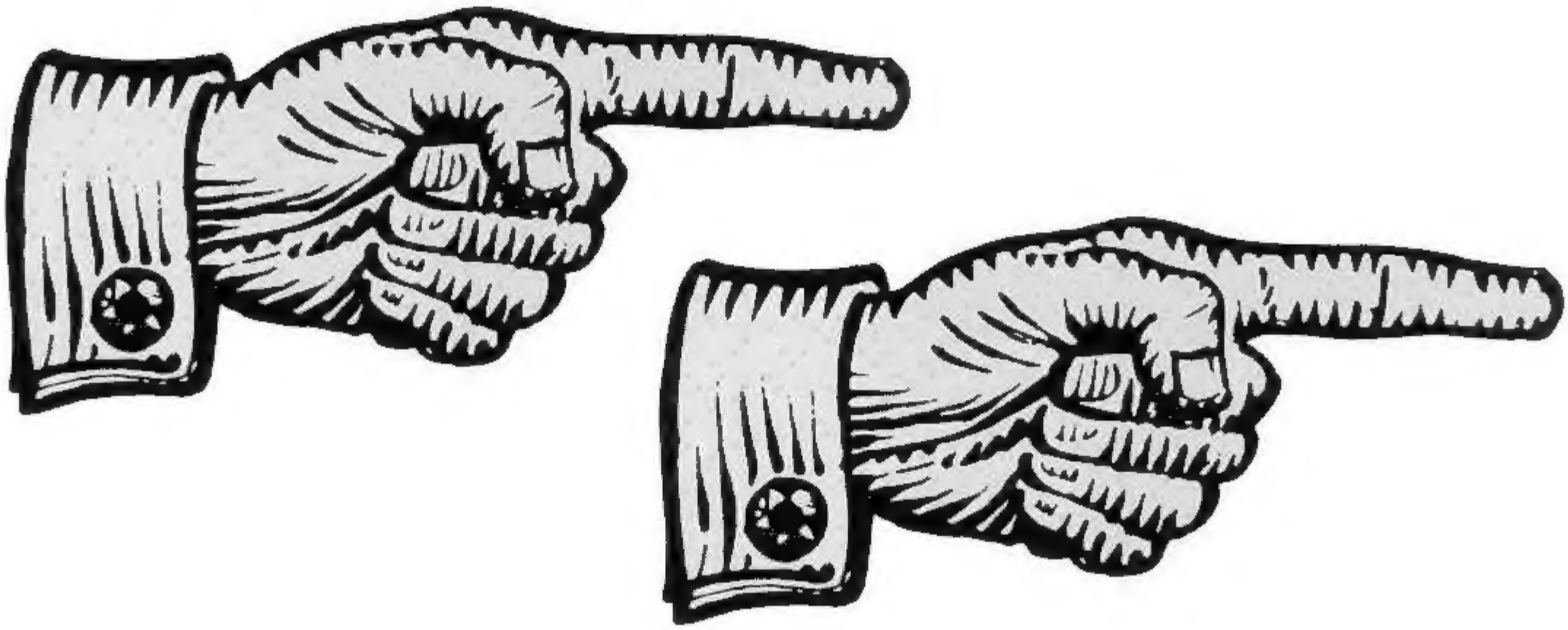
AQUARIUS
January 20—February 18

A long and trusted friend may be in a bit of a testy mood today, so make allowances for a punch in the mouth, a bowl of exceptionally well-seasoned chile in your lap, or just some scathing verbal abuse. No new problems will develop during this month. Your old problems are more than sufficient to finish you off.

PISCES
February 19—March 20

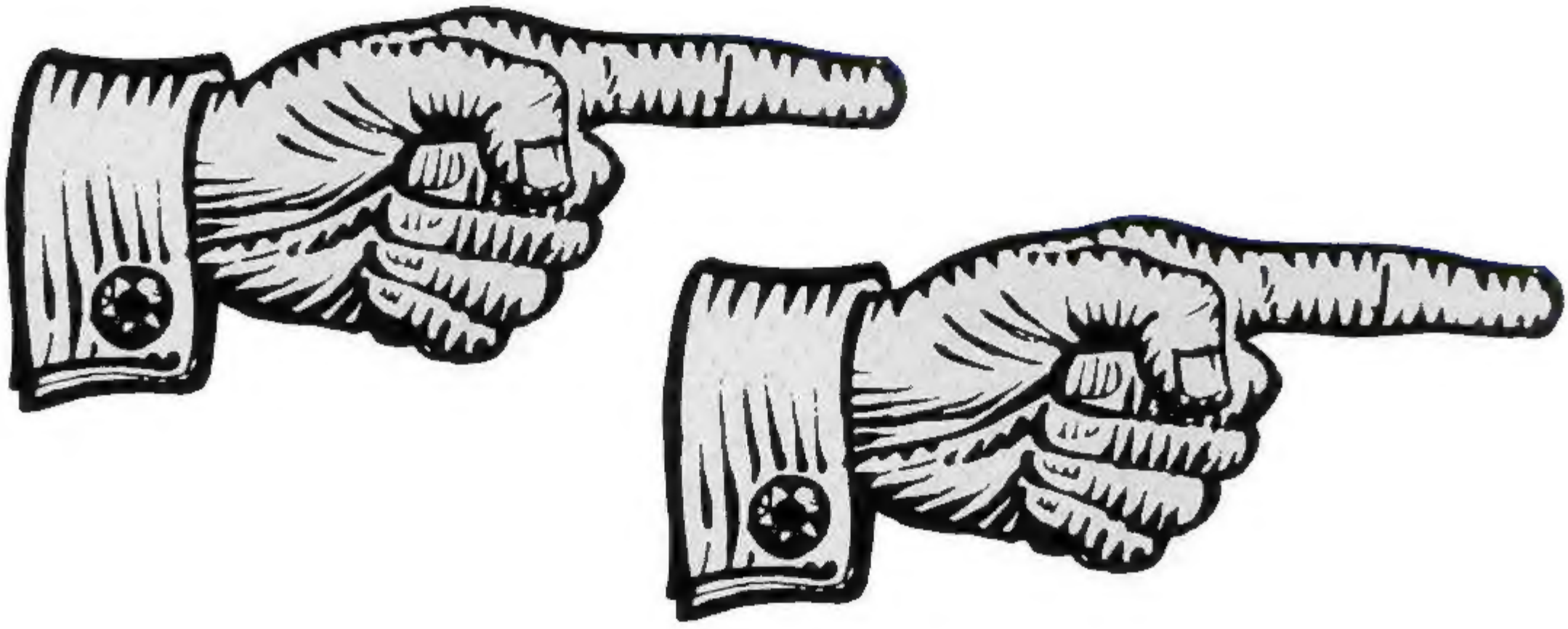
You are the last of the Zodiac signs and this is certainly not by accident. You have relatively few, if any, friends; you are widely distrusted; and your bad taste in clothes appeals only to people's prurient interest while lacking any socially redeeming values. Start drinking heavily.

WRITER: JOHN FICARRA



Nothing to see here!

Please skip ahead.



WHAT CONVENIENT PLACE HAS THE CHEMICAL INDUSTRY FOUND TO DUMP ITS TOXIC PRODUCTS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The Chemical Industry has always had to wrestle with the problem of where to dump its poisons. Today, almost every chemical company uses one convenient place to dump toxic products. To find out what that place is, fold in the page as shown at the right.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

IN MODERN LIFE, CHEMICAL TECHNOLOGY PLAYS AN OUTSTANDING ROLE. BUT EVERY INDUSTRIAL PRODUCER BELIEVES THAT THE CHARGES AGAINST HIM ARE JUST LIES INVENTED BY KOOKY ENVIRONMENTALISTS.

ARTIST & WRITER:
AL JAFFEE

A▸ ◂B

WHAT CONVENIENT PLACE HAS THE CHEMICAL INDUSTRY FOUND TO DUMP ITS TOXIC PRODUCTS?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"

IN OUR BELLIES

ARTIST & WRITER:
AL JAFFEE

A▶◀B

ONE DAY IN METROPOLIS